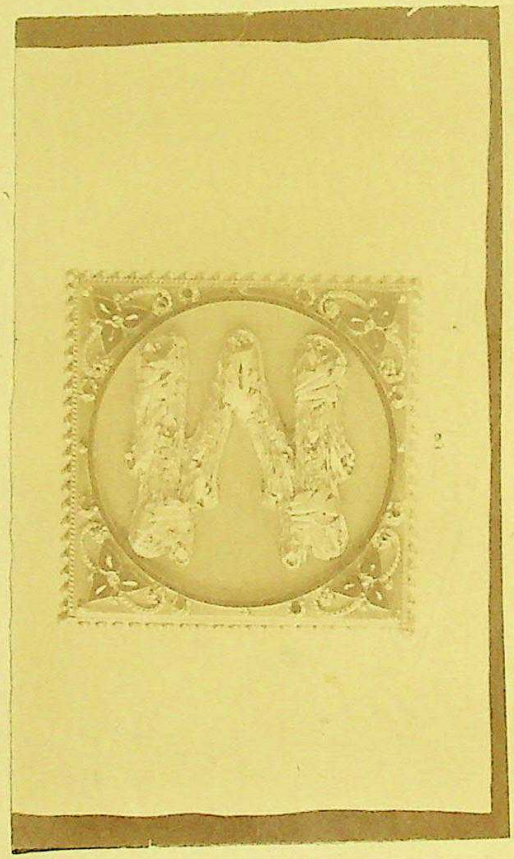
DESIGNS

2-436

EXAMINER'S ROOM

No. 10,203.

Jan. 15: 1878.



UNITED STATES PATENT OFFICE.

JAMES W. MILLER AND ISAAC M. MILLER, OF NEWARK, NEW JERSEY.

DESIGN FOR BUTTONS, STUDS, AND OTHER JEWELRY.

Specification forming part of Design No. **10,403**, dated January 15, 1878; application filed December 10, 1877.
[Term of Patent 7 years.]

To all whom it may concern:

Be it known that we, JAMES W. MILLER and ISAAC M. MILLER, of Newark, county of Essex, State of New Jersey, have originated a useful Design for Sleeve-Buttons, Studs, Lockets, Medallions, Charms, Pins, and Ear-Rings, of which the following is a full, clear, and exact description, reference being had to the accompanying photographic illustration, forming part of this specification.

A represents a button, square in form. B represents a raised circle placed on the top of the button A. On the corners of the button A, and contiguous in position to the raised circle B, are placed four ornaments, *c c c c*. At *x x x x x x x x* are placed round posts, between which and the ornaments *c c c c* are placed twisted wires *z z z z*. Around the sides, at the base of the button A, is placed a shotted edge or border, D, and just above the shotted edge D is placed a line of twisted wire, M.

The raised circle B, ornaments *c c c c*, and the round posts *x x x x x x x x* are lapped, thus forming a striking contrast to the colored or "dead finish" of the remaining parts of the button A.

Our claim is—

The design for sleeve-buttons and other jewelry composed of the raised lapped circle B, fancy lapped ornaments *c c c c*, the posts *x x x x x x x x*, shotted edge D, and twisted wires M and *z z z z*, in shape and position substantially as described, and shown in the accompanying photographic illustrations.

JAMES W. MILLER.
ISAAC M. MILLER.

Witnesses:
ORVILLE T. SMITH,
W. H. TOWNLEY.

(1 SHEET)

Clasps & Buckles
Buttonees & Buttons

FIG. 1.

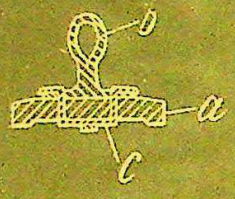


FIG. 2.

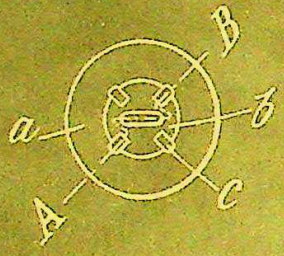
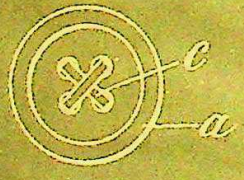


FIG. 3.



Malby & Sons, Photo-Lith.

N° 5048 A.D. 1905

Date of Application, 10th Mar., 1905
Complete Specification Left, 11th Sept., 1905—Accepted, 9th Nov., 1905

PROVISIONAL SPECIFICATION.

Improvements in or connected with Buttons.

We, FRIEDRICH DIEDRICHS, Merchant, of 32 Noble Street, in the City of London, and WILLIAM JOSEPH MEESON, Metalworker, of 13½, Smith Street, Birmingham, do hereby declare the nature of this invention to be as follows:—

This invention relates to buttons for waist-coats and other wearing apparel, and more particularly to those, which are made partly of metal and partly of mother-of-pearl, ivory or other material.

Hitherto the metallic shank has usually been fixed to the main body or upper part of the button by perforating the latter in the centre, passing the metallic shank through the same and rivetting or flattening the extremity of the shank on the front of the button.

If such buttons are subjected to heavy strains, the central pin or rivet passing through the disc-shaped main part of the button is liable to become loose, and the said main or front part of the button is liable to break.

To avoid this defect we compose the metallic portion of the following two parts, *viz*:—

1. The shank or rear part of the button, one end of which forms an eye for sewing or otherwise fixing the button to the cloth, while the other end forms a circular base or flange with which the shank rests on the mother-of-pearl or other material forming the main body or visible front part of the button.

2. The counter piece or plate on the front or face of the button, preferably in a circular recess of the same and serving to secure the shank to the non-metallic body of the button. The said counter piece may be circular, star-shaped, cross-shaped or of any other suitable shape.

The said counter piece has two or more prongs or teeth passing through an equal number of holes drilled through the main body. The said prongs are arranged symmetrically to the axis of the button and to the circular base plate mentioned above, and the ends of the prongs are bent down over the edge of the base plate.

The circumference of the latter may have a recess or notch for each prong, or a hole may be drilled into the base plate for each prong.

The metallic counter piece may be composed of a pair of wires placed at right angles to each other and having their ends bent up to form prongs or teeth.

In the accompanying drawings Fig. 1 is an axial section of a button (along line A—B of Fig. 2), in which the metallic counter piece *c* is composed of a pair of wires, the ends of which pass through holes drilled into the main body *a* and the circular base of the shank *b* and are then bent down and flattened.

Fig. 2 is a rear view and Fig. 3 a front view of the complete button.

Dated this 10th day of March, 1905.

FAIRFAX & WETTER,
Agents for the Applicants.

COMPLETE SPECIFICATION.

Improvements in or connected with Buttons.

We, FRIEDRICH DIEDRICHS, Merchant, of 32 Noble Street, in the City of London, and WILLIAM JOSEPH MEESON, Metalworker, of 13½, Smith Street,

[*Price 8d.*]

Birmingham, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to buttons for waist-coats and other wearing apparel, and more particularly to those, which are made partly of metal and partly of mother-of-pearl, ivory or other material.

In some kinds of buttons the metallic shank has been fixed to the main body or upper part of the button by perforating the latter in the centre, passing the metallic shank through the same and riveting or flattening the extremity of the shank on the front of the button.

If such buttons are subjected to heavy strains, the central pin or rivet passing through the disc-shaped main part of the button is liable to become loose, and the said main or front part of the button is liable to break.

To avoid this defect we compose the metallic portion of the following two parts, *viz*:—

1. The shank or rear part of the button, one end of which forms an eye for sewing or otherwise fixing the button to the cloth, while the other end forms a circular base or flange with which the shank rests on the mother-of-pearl or other material forming the main body or visible front part of the button.

2. The counter piece which has two or more prongs or teeth passing through an equal number of holes drilled through the main body. The said prongs are arranged symmetrically to the axis of the button and to the circular base plate mentioned above, and the ends of the prongs are bent down over the edge of the base plate, or turned inwards or sideways, for which purpose the base plate may have a circular groove.

The circumference of the base plate may have a recess or notch for each prong, or a hole may be drilled into the base plate for each prong.

The metallic counter piece may be composed of a pair of wires placed at right angles to each other and having their ends bent up to form prongs or teeth.

In the drawing filed with the Provisional Specification Fig. 1 is an axial section of a button (along line A—B of Fig. 2), in which the metallic counter piece *c* is composed of a pair of wires, the ends of which pass through holes drilled into the main body *a* and the circular base of the shank *b* and are then bent down and flattened. The base plate may have a circular groove for the bent-down extremity of the prongs.

Having now particularly described and ascertained the nature of our said invention and in what manner the same is to be performed, we declare that what we claim is:—

1. A composite button in which the metallic part is composed of a shank forming the rear part of the button, and a counter piece provided with two or more prongs or teeth passing through an equal number of holes formed in the main body and the base of the shank, substantially as described or shown.

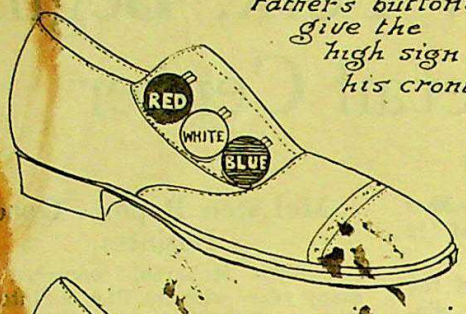
Dated this 9th day of September 1905.

F. DIEDRICHS.
W. J. MEESON.

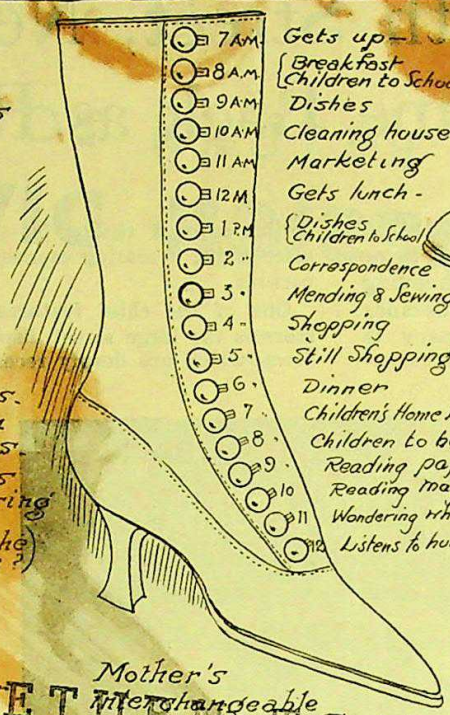
By Fairfax & Wetter,
Patent Agents,
37 & 39, Essex Street, Strand, London.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1905.

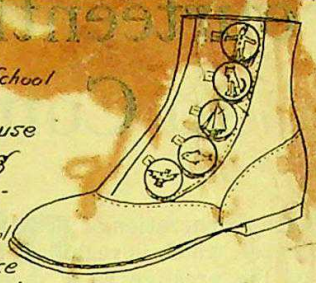
XD2-431



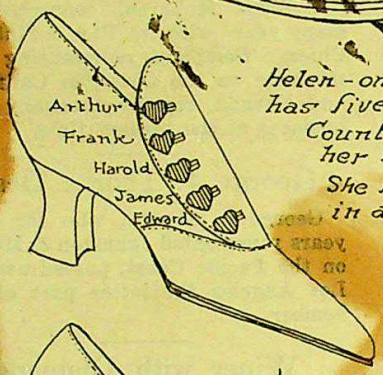
Father's buttons give the high sign to his cronies



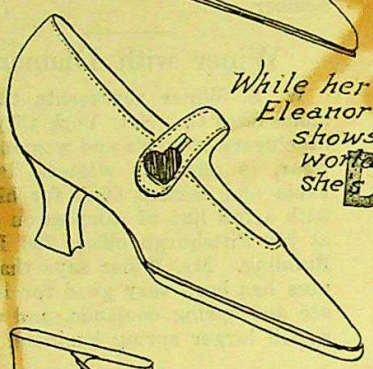
Gets up—
Breakfast / Children to School
Dishes
Cleaning house
Marketing
Gets lunch—
Dishes / Children to School
Correspondence
Mending & Sewing
Shopping
Still Shopping
Dinner
Children's Home Lessons
Children to bed—
Reading papers
Reading magazines
Wondering where hubby is—
Listens to hubby's explanation



Little Bobby's boots carry buttons with pictures



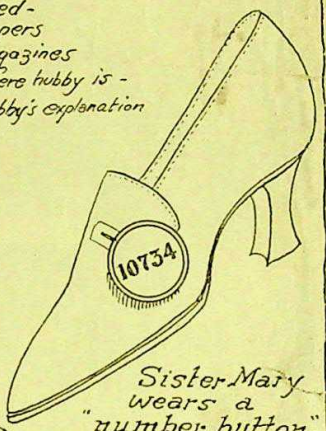
Helen—only 18—has fives beaus. Count 'em on her buttons. She believes in advertising (Ain't she fickle?)



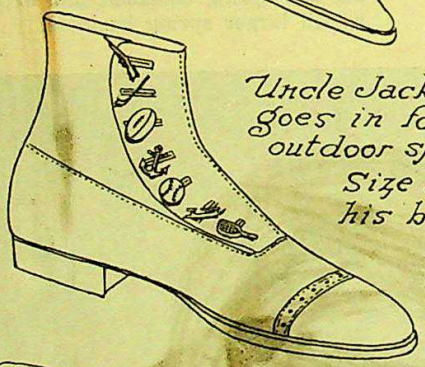
While her sister Eleanor—shows to the world that she's engaged

RETURNED
DESIGN DIV.

Mother's interchangeable buttons that schedule the day's work. The buttons on the other shoe show her social engagements. (Chorus—"A woman's work is never done")

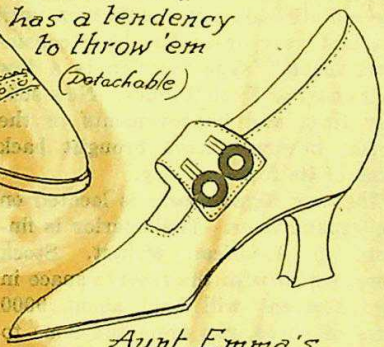


Sister Mary wears a "number button". Somewhere in the world is a duplicate number worn by a mere male. They've only to meet.

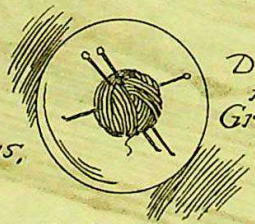


Uncle Jack goes in for outdoor sports. Size up his buttons

Brother Bill has a tendency to throw 'em (Detachable)



The Cook is a bit careless with her shoe buttons, so naturally—well—see for yourself

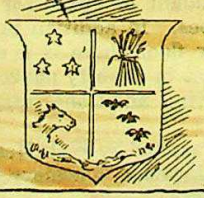


Designed for Grandmother

Aunt Emma's mourning buttons—meaning—two husbands passed over the great divide—and she wants another—

Summer Novelty Button (Inlaid blue white & gold)

Romeo can now sport the carved button—(How sweet)

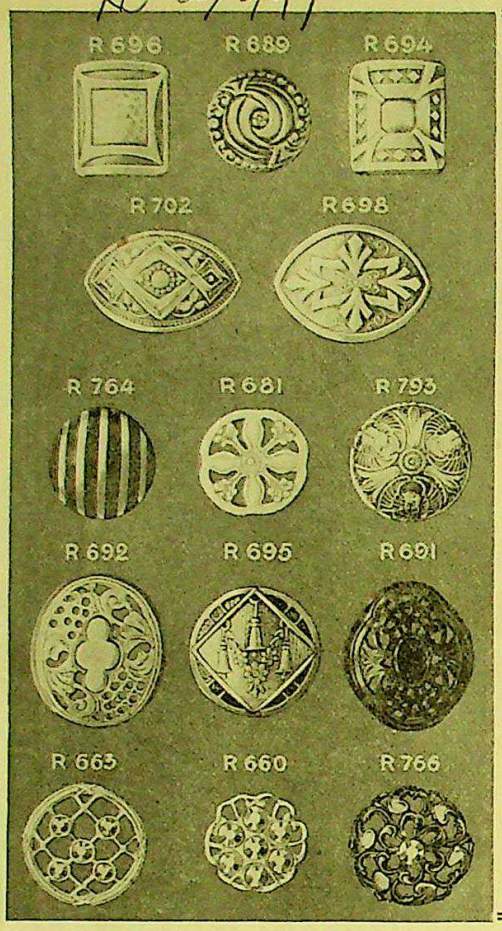


Why not your coat of arms or your club emblem for a shoe button?

Don't be broke—Sink a cent into a lead button—If you're rich go as far as you like.

XD2-405

XD 2/449



TURN THOSE SLOW PUMPS AND TIES INTO CASH!

By using our **Converting Straps.** Easily attached. Made in One, Two and Three Strap with Buckles.

Pat. 35, Button Strap, (Illustrated as Applied) in ⅝ and ¾ inch. Turned Edge—**Pearl Button or New Slide Buckle,** as ordered. Priced—**Without** "Side Ornament"—$4.00 to $5.00 doz. pr.

Special Ornament No. R768 Shown on Tie. 30 Cents per Pair.

Chandler's Strap Slide Ornaments. Latest Designs

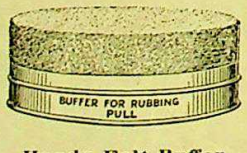
Priced—Fancy Metal Patterns, **$2.00** to **$6.00** per doz. pr.
Rhinestone Patterns, **3.00** to **6.00** per doz. pr.
Ornaments designed for ½ or ⅝ in. Strap, R694-R689-R696.
Ornaments designed for ⅝ or ¾ in. Strap, R698 to R692, inclusive.
Rhinestones designed for ½ in. R660—For ⅝ or ¾ in. R766 and R663.

Finishes and Colorings

For Black Leather and Satin, Gray Silver, Bright Silver, Jet and Gold.
For Brown Leather, Dull Rose Gold, Green Gold and Bright Gold.
Chandler's Natty Novelties Attract Customers and Increase Profits

W. K. CHANDLER, Inc. 125 Summer St., Boston, Mass.

LET GRIFFIN
Help Sell Your Suede Shoes



Handy Felt Buffer Sets in Bottom of Tin

Show your customer how conveniently she can clean and recolor her suede shoes with GRIFFIN SUEDE POWDER.

The only suede powder put up in the *GRIFFIN PATENTED TIN.*

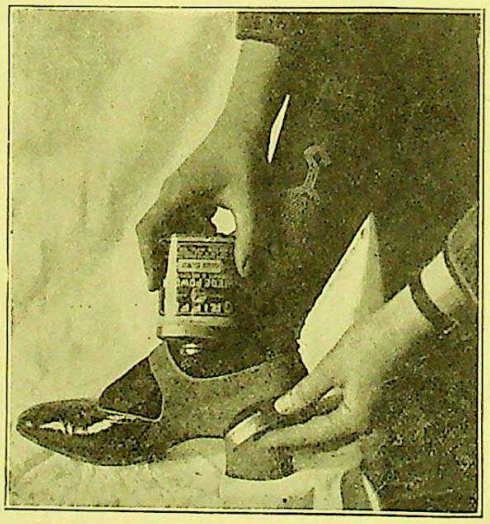
(The powder and buffer are in one compact tin)

MADE IN ALL PREVAILING COLORS

Per gross $20.20—Per dozen $1.85

If your dealer cannot supply your demand

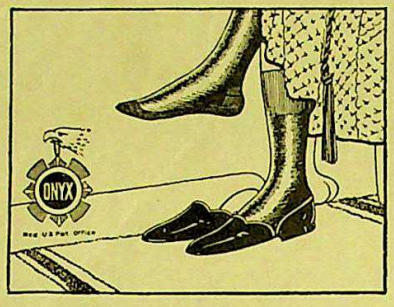
WRITE



Showing Buffer in Use

GRIFFIN MANUFACTURING CO., Inc.

67-69 MURRAY STREET **NEW YORK, U. S. A.**



"Onyx" Hosiery

Reg U.S. Pat. Office

for Men

Are you selling men's hosiery along with their shoes, or are you letting the department and men's furnishing stores do it for you?

If so you are missing a chance to increase your volume of sales without increasing your overhead.

Add to your profits and to your list of friends by selling your men customers "Onyx."

Emery & Beers Company, Inc.

Sole Owners and Wholesale Distributors of "Onyx" Hosiery.

BROADWAY AT 24TH STREET, NEW YORK

Sole Selling Agents for

PAUL GUENTHER, INC.

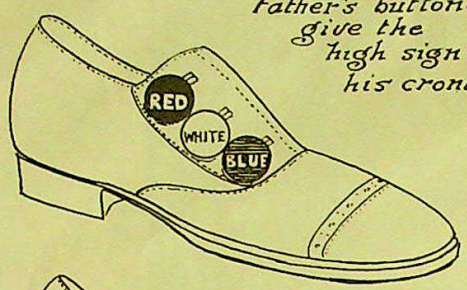
Manufacturer of Full Fashioned Silk Hosiery

Boston, Chicago, Philadelphia, Buffalo, San Francisco

Design Division
XD2-435
Room 2605

Make the Buttons Tell a Story or Two

By PAUL BROWN



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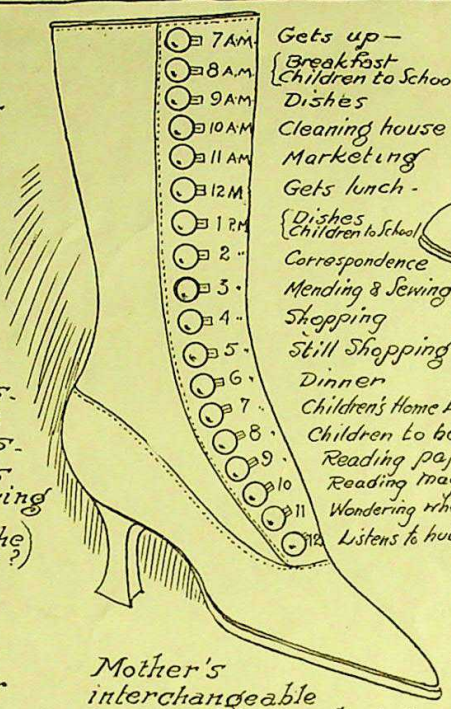
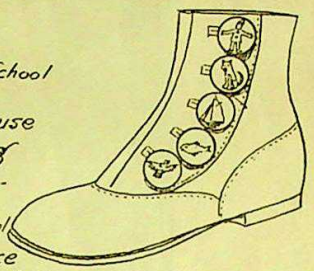
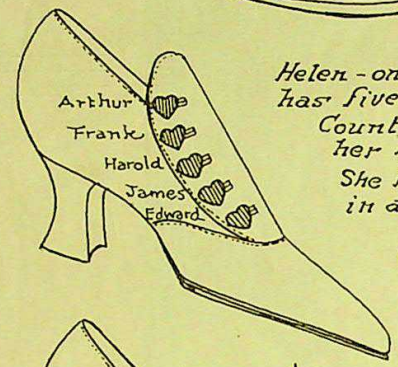


Gets up — Breakfast / Children to School
Dishes
Cleaning house
Marketing
Gets lunch —
Dishes / Children to School
Correspondence
Mending & Sewing
Shopping
Still Shopping
Dinner
Children's Home Lessons
Children to bed —
Reading papers
Reading magazines
Wondering where hubby is —
Listens to hubby's explanation



Little Bobby's boots carry buttons with pictures

"2"



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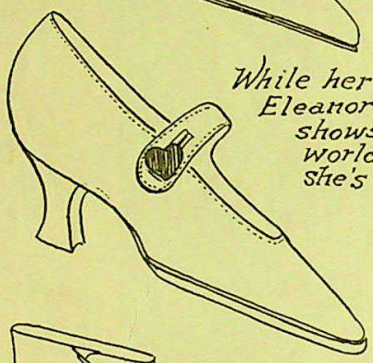
"5"



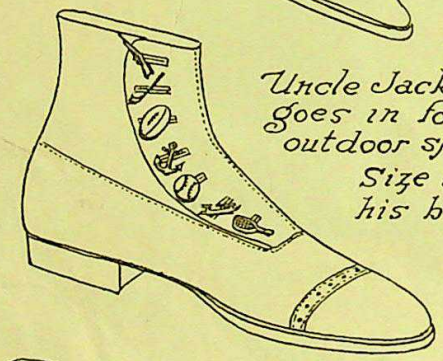
While her sister Eleanor — 21 — shows to the world that she's engaged

Mother's interchangeable buttons that schedule the day's work.

The buttons on the other shoe show her social engagements —

(Chorus — "A woman's work is never done")

Sister Mary wears a "number button". Somewhere in the world is a duplicate number worn by a mere male. They've only to meet.



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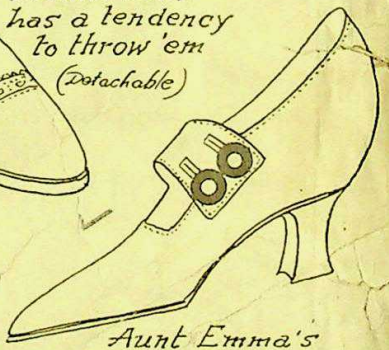
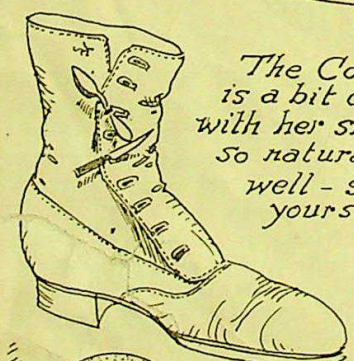
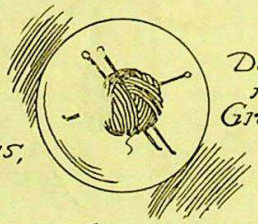
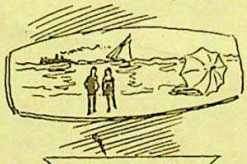




The Cook is a bit careless with her shoe buttons, so naturally — well — see for yourself

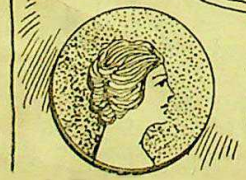


Designed for Grandmother

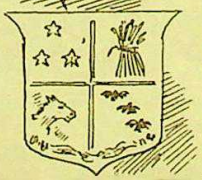


Summer Novelty Button (Inlaid blue white & gold)

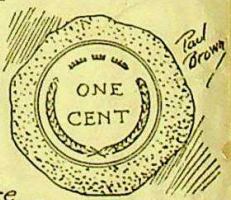
Aunt Emma's mourning buttons — meaning — two husbands passed over the great divide — and she wants another —



Romeo can now sport the carved button — (How sweet)



Why not your coat of arms or your club emblem for a shoe button?



Don't be broke — Sink a cent into a lead button — If you're rich go as far as you like.

PATENT OFFICE DEC 27 1929 DIV. 55

TTONS

l crystal which changes color when from various angles or when shown colored material. At times the effect of a black-rimmed button with three rings of shifting, glowing colors.

rs who stock buttons of this kind have at hand in the department samples erials in the new, fashionable colors, ould carefully instruct the salesforce as w to demonstrate the wonderful color hes which can be obtained by the use of e buttons.

Black Crystals Strong.

rstals in BLACK, especially in odd decorated in some novel manner, taken. MOSAIC and FLORAL effects rystal backgrounds are particularly and some excellent black crystal re shown with rhinestone studdings.

Types of Good Sellers.

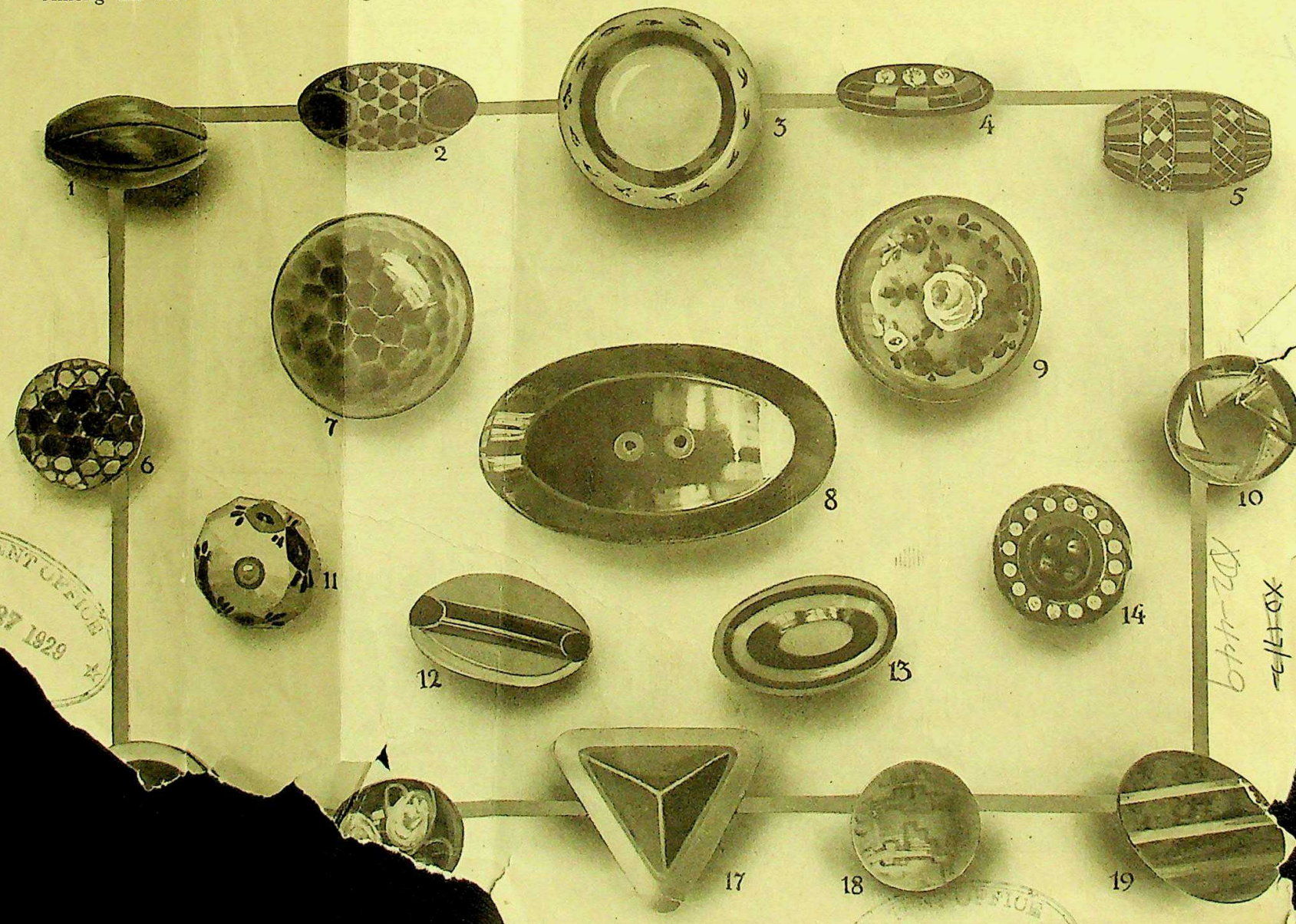
e button novelties illustrated on this selected by the ECONOMIST as indica- the present demand for such goods, a corrugated olive-shaped galalith, No. hine effect in crystal, No. 5 a novel barrel shape in jet, No. 8 an imitation tortoise-shell, No. 13 a black and white olive-shaped crystal, No. 14 a black crystal studded with rhinestones, No. 17 a pyramid galalith in black and white, and No. 19 a flat galalith with striped effect in inlaid silver, all of which are from Rothschild Bros. & Co.

No. 2 is a black crystal carved in mosaic effect, No. 4 a novel-shaped jet studded with rhinestones, No. 9 a crystal novelty with silver background and floral design in rose, blue and berry red shades, No. 12 a novel shape in white galalith with black crystal bar, No. 15 a pyroxylin coat button in broken column effect and No. 16 a black crystal with Modern Art floral design in dull, rich shades, all of these being from Bailey, Green & Elger.

No. 6 is a mosaic crystal in rich shades of burnt orange, red, brown and green, No. 7 a semi-ball white crystal with black crystal rim (a noteworthy feature being the richly colored honeycomb effect at the base), No. 10 a semi-ball black crystal with Cubist design in rich colorings, No. 11 a burnt orange crystal with Japanese blue center decorated around the sides with odd Japanese design, and No. 18 an imitation galalith in twilled silk effect and Persian design, all of the buttons described in this paragraph being from B. Blumenthal & Co.

of the very finely cut, richly colored crystals.

Among the best sellers is a corrugated,



NEWEST IDEAS IN BUTTONS.

PATENT OFFICE DEC 27 1929

There's One Shirt Waist Belt

that near breaks the speed record of day-in-and-day-out selling—

—that has been way ahead of all others and is increasing its lead every day—the

"Grip-Fast"

(Patented)

Note the simple "Grip-Fast" at the back—that's one of the big features which others have been trying to imitate for years. The "Grip-Fast" Belt is durable—holds the waist without strain or tear—makes a smooth, neat waistline.

Retails at 10c. The biggest Shirt Waist Belt value in the country. **Write for samples.**

David Basch

Maker of Shirt Waist Belts and Collar Supports

199 Wooster St. **New York**

Japa

Also m
Bric-a-b

(*Chin*

Telephone, Worth 233

HELP WANTED

There are many attractive opportunities for bright, brainy men advertised in this week's

Economist.

Turn now to the Want Page.

If you don't see what you want—Ask for it.

Rates are easy.

Sanitary Napkins That You Can Retail at 100% Profit

Improved process of manufacture enables you to sell this high-grade Sanitary Napkin at a remarkably low price.
Made of the best absorbent cotton—soft, sanitary, PERFECT.
Individually wrapped in transparent envelope; and also in boxes containing ½ and 1 doz., without envelope. You can sell great quantities.
Send a sample order.

Eagle Knitting Mills of New York, 177-179 E. 87th St.

Every Important Member of Your Staff

should have his or her *personal* copy of the Dry Goods Economist.

We make a liberal reduction in the subscription wh
five or more copi are taken by one concern.

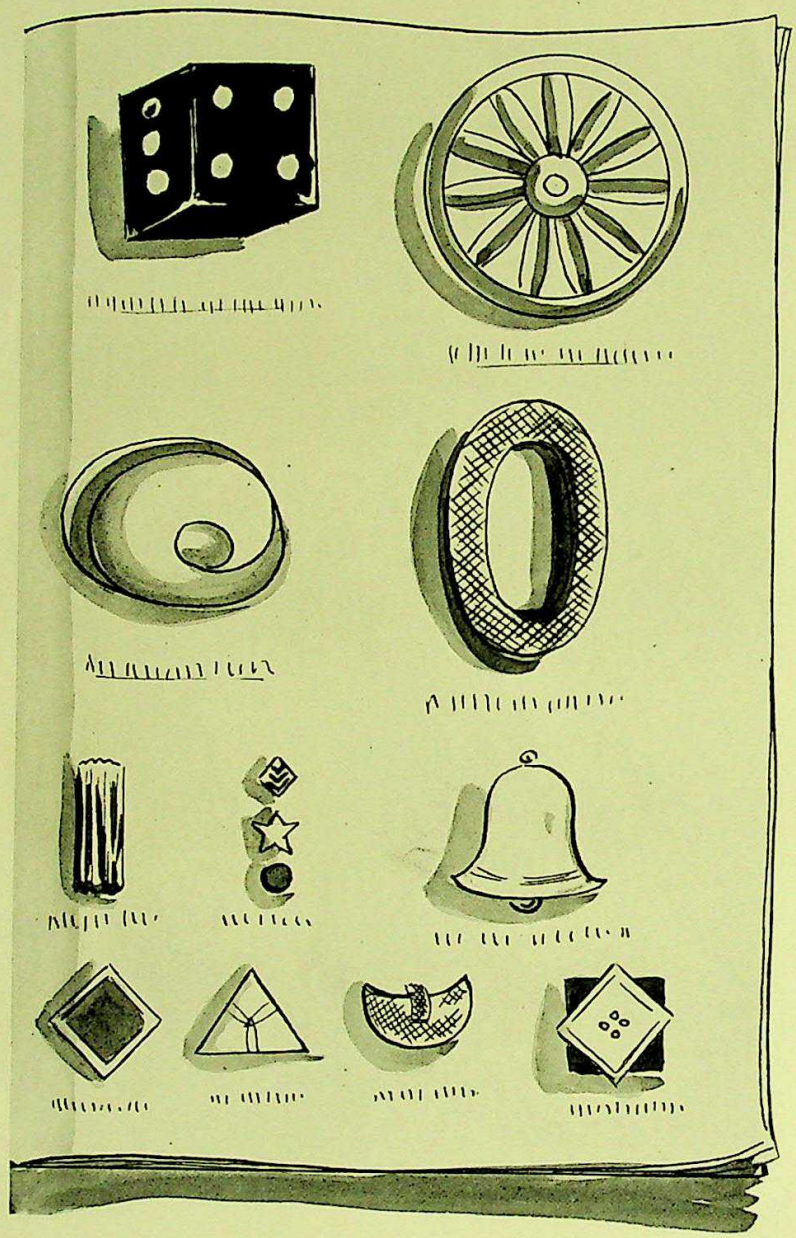
You believe in efficiency—yo believe in the Eco

Now go one step further a
buyer or department ma

Today—this minut
rapher asking a
sition.

STIMULATES SALES

XD 2/431



ing their own buying. They go through the sample books, select what they want and give us the numbers. All we have to do is get the merchandise out of the stock boxes.

"It might seem that this self-service system would lower the size of our average sale. But, it has done exactly the opposite. When women have a chance to look over a lot of buttons at their leisure, the desire for this merchandise grows. Often, they see something that they can use in fixing up an old dress—with the result that their intended purchase is doubled.

"Of course, if women want advice on matching buttons or buckles with materials, we give them every help possible. But this isn't usually necessary. Women really prefer to make their own decisions.

"The space required for button stock is decidedly reduced under our present system. And, the appearance of the department is vastly improved. I personally feel that nothing makes a department look worse than button samples on the fronts of numerous stock boxes. Finally, our system is practically 'fool-proof' from an accuracy standpoint. It is a very difficult matter to get stock mixed up. And, keeping stock in order is an important factor in giving 'speedy' service."

Pattern Department Cooperates

Cooperation from the pattern department has also greatly stimulated button sales for this section. It was found that suggestions made in this division often bring better results than those from the girls in the yard goods section. The idea is that when buttons are suggested while she is making her first plans for the dress, she thinks about them more seriously. She is likely to consider the buttons right along with the material instead of buying them as an "afterthought" necessity.

Where possible, the girl selling a pattern will bring her customer directly to the notions department. And, in every case she suggests buttons and buckles.

About three times a year, the department gets an exclusive button window and during the balance of the time, buttons are always displayed as accessories in the yard goods windows.

ROMANTIC NOTIONS

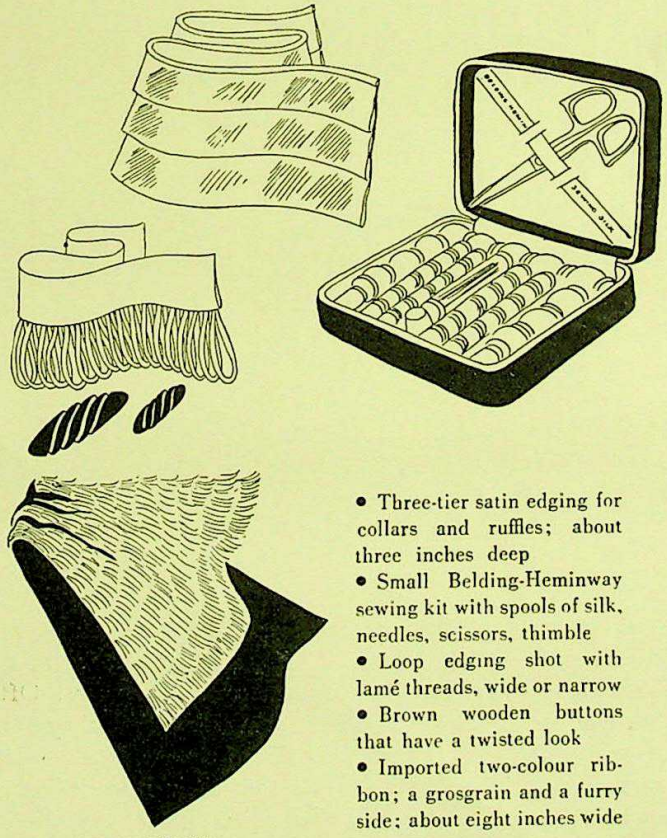
REPRINTED THROUGH THE COURTESY OF VOGUE

THE notion counter of the nearest department store is the modern girl's substitute for her mother's sewing-room. Every time she loses a button or wants to mend a dress, she has to go out to buy the necessary button or thread. Apartment-house living and constant moving discourage the keeping of such supplies on hand. Her mother had her own notion counter in her sewing-room and would have considered it an imposition on a shop to bother the sales force for a single spool of thread or one button. It would have been as unheard-of to run out of thread in the sewing-room as to run out of sugar in the kitchen. One bought six spools of Messrs. Coats' thread at a time, for a quarter, and kept a good supply of blacks and whites for practical sewing and a variety of coloured mercerized for finishing (the mercerized thread wasn't considered strong enough for seams). Silk thread was a luxury, and the spools were kept in a closed box and were used only for fine sewing.

The sewing-room of my childhood ranked in interest with the attic. It was like a miniature dry-goods store with drawers and shelves and boxes full of supplies to cover every sewing need. There were boxes full of buttons (all buttons and hooks and eyes were taken off clothes before they were put in the rag-bag); spools of thread in every colour; D. M. C. embroidery cottons in all shades and embroidery hoops in all sizes; crochet-hooks and knitting-needles, with the necessary cotton and wool to keep them busy. There was a big box marked "trimmings," with silk braid from old ball dresses, ostrich feathers, enamelled buckles, pieces of fur, and bits of ruching; and there were boxes full of ribbons, and others full of laces, and one labelled "odds and ends" that held all the useless things that no one could bear to throw away —one beautiful, new, long white kid glove with a button missing, I remember, was there for years. There was a scrap-basket from which we got our material for doll clothes, and a stocking basket behind the door, full of long black and white children's stockings. Mother used to say that she hadn't seen the bottom of it since her second child was born.

There was always a stock of new material, mostly remnants, and a bolt or two of white muslin, from which I learned to cut an even bias binding —a great accomplishment. Now it is made in all colours, neatly cut and turned on a piece of cardboard, in five-yard lengths. There was damask linen waiting to be cut into tablecloths and napkins, and there were sheets waiting to be hemstitched. Of course, there was a ribbed dress-form, with waist and hips that changed with the mode. Patterns were never thrown away, and you could find leg-of-mutton sleeves, hobble-skirts, or Lord Fauntleroy suits, and countless embroidery designs, in the pattern box.

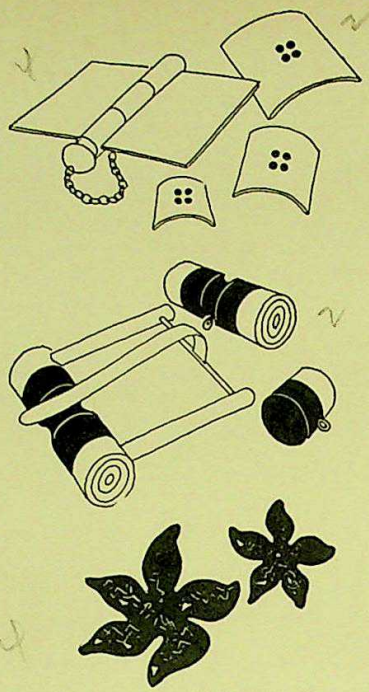
Remnants, then, were real remnants and not yardage that hasn't sold well, cut into neat dress lengths and reduced in price—as most of them are now. Mother couldn't resist a nice piece of material, particularly if it was a bargain remnant, and she bought it on the chance that it might be the right length, colour, or texture for something. There was a feeling of lavishness about having boxes full of brightly coloured materials in the sewing-room, and, when you actually found just the piece you needed in the remnant box, you experienced great satisfaction in



- Three-tier satin edging for collars and ruffles; about three inches deep
- Small Belding-Heminway sewing kit with spools of silk, needles, scissors, thimble
- Loop edging shot with lamé threads, wide or narrow
- Brown wooden buttons that have a twisted look
- Imported two-colour ribbon; a grosgrain and a furry side; about eight inches wide

FROM ALTMAN

Copyright Conde Nast Publications, 1934



• A door-hinge belt buckle and thin metal buttons to match, in gold or silver
• General Electric's transparent oil silk shower hood saves make-up and hair-do
• Metal-and-wood buckle with two sizes of buttons
• Starfish buckle and buttons in black or in prystal composition in red and green

FROM MACY'S

being well supplied in your own home. There were pieces in the remnant box that never filled a need and were familiar friends all through my childhood: one piece of raspberry satin inspired me to plan everything from a pincushion to an evening bag, as I grew up—none of which I ever executed.

The sewing-room was nice on winter days with the fire burning and mother indulgently letting us go through the boxes to keep us quiet. Sofa cushions and table-covers were my favorite creations, because I could use so much color in them. They were never finished, as the weather would clear and they would be put in the sewing-room drawers and forgotten.

A Stitch in No Time

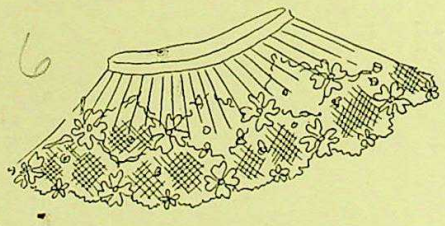
There was a Bavarian maid in the house, who showed me large embroidery stitches that went very fast and with which I could make up my own design. These I liked much better than mother's feather-stitching or French knots, which were the only embroidery stitches she knew. She could do very fine feather-stitching, and my first party dresses were covered with it. I didn't like it at all and would rather have had smocking, but mother never learned to do that. She didn't like to sew, really, but fancy work was part of a woman's life at that time; so she combined it with a maternal feeling and put it on my dresses rather than on dresser-covers. Also, I suspect that she would rather embroider than darn.

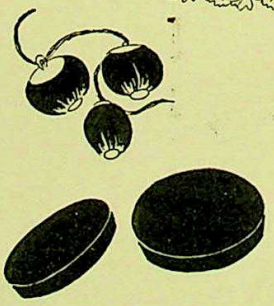
The dresses were made by a pretty, soft, red-headed woman who came for three weeks at a time, every few months. This, mother said, was easier than taking me shopping, as I had such decided views about what I wanted. I could fuss and fume as much as I liked with the seamstress, and in the end the dresses turned out just as mother wanted them. "You need ruffles to soften your face," she would say. And I had ruffles. However, when I was fifteen, I asked that I be allowed to have one dress exactly as I wanted it, and mother gave her permission. The seamstress carried out my every wish seriously, and a long black dress, with black fur (from the trimming box) around the ankles, was the result. Mother was quite safe in giving permission, as I went back to school right away and was never allowed to wear the dress.

The dressmaker was very important to me. She taught me how to sew. Mother said that if I was going to be so fussy about my clothes, I had better know something about how they were made. In fact, she said that I could have all the dresses I wanted, if I made them myself. This inspired me to the point of working with the seamstress all during one Easter vacation. I was very disappointed to find that I went back to school with the same number of dresses as usual.

This dressmaker came to us for fifteen years, and she never impressed me as growing any older or changing at all. My only interest in her, outside of the clothes she made for me, was a curiosity to know what she did when she locked herself in the sewing-room about three times a day. It was whispered about the house that she smoked; but, as children, we preferred to credit her with witchcraft, or taking dope, or whatever current evil we had been reading about.

(*Continued on page 36*)





• Delicate Victorian lace by the yard, on banding. A good suggestion for those new Maggy Rouff collars
• Schiaparelli's buttons: hazelnuts (real ones) with gold or silver mountings
• These leather buttons look like poker chips—they are smart with no holes on the top side to mar the surface

FROM McCUTCHEON

You'll find these
military rubber
cape coats made
by Kleinert
in the Notion
Department
1.75
B. ALTMAN & CO.
3 day sale
Jap silk dress shields...
3 pairs for 1.00
long-neck coat hangers...
1.45
girdle and bandeau...
1.19
knitting bag...
69c
notions—main floor
B. ALTMAN & CO.
Kleinert's blue label
dress shields
3 pairs for 1.00
B. ALTMAN & CO.
1.00
one tin of Vapoo
cleans 40 lampshades
NAPOO
The VAPOO SHAMPOO
...or 10 upholstered chairs, or a
9x12 carpet...or 2 automobile
interiors. Just dissolve in water
and apply with brush. Vapoo is a
miraculous shampoo for rugs or
upholstery.
1.00
notions—main floor
Extra Special!
Lustre Shetland Wool
Full 1-oz. balls
The 35c grade
19c each
White
Black
Gold
Sand
Oakwood
Rose
Maize
Wisteria
Tangerine
Dark Green
Brown and Gold
Jade
Pink
Peacock
Silver-gray
Henna
Red and Black
Periwinkle
Flamingo
Apricot
Aquamarine
Dark Blue
Special Saturday Classes
for Children
With Free Wool
for Practicing
STRA SHETLAND
Wanamaker's is famous for these wool sales...
and Lustre Shetland is such a favorite shet, at almost
half price, even 32,000 balls will not be enough!
It's an all-purpose wool...two-ply...delightful
to handle...and it comes in a wonderful variety
of smart shades.
Mail and telephone orders filled for amounts
of $1 or more
WANAMAKER'S—FIRST FLOOR, NORTH BUILDING
French
Needlepoint pieces
to be completed
20% off
their former prices
Other pieces from 12.98 to 20.75
AUSTRIAN NEEDLE
STERN BROTHERS
NOTIONS
CHEST OF DRAWERS
6.75
SMART RAIN CAPES
85c
CHINTZ CHAIR PADS
45c
McCreery Real Hair Nets cap or fringe, regular shades.....doz. 50c
Gray or white.....doz. 95c
McCreery Silk Dress Shields regular and crescent shape, flesh or white, 3 prs. 70c
Dress Hanger, chip-proof enamel, velvet guards.....5 for 55c
Hat Stands, enameled in matching colors, each 20c
McCreery Improved No. 7 Sanitary Napkins.....7 doz. 97c
Mail & phone orders filled—WIsconsin 7-7000
NOTIONS—FIRST FLOOR
WANAMAKER'S
The New Ivory Painted
Closet-Door Rack
$1.29
We advertised them two weeks ago ... and they sold so fast it is only now we have been able to get enough together to offer them again!
67x20 inches. Made of hard maple ... smoothly finished ... and painted in a soft ivory shade.
Doubles the utility of every closet in your home. Holds six hats ... nine pairs of ladies' or six pairs of men's shoes ... has rack for ties, belts, scarfs, etc.
Easily attached to any closet door or wall ... all necessary hardware is included.
Collapsible ... folds up into a small unit when not in use.
Mail and telephone orders filled 4 or 5 days may be required to fill orders
NOTIONS—STREET FLOOR, NORTH BUILDING
Wanamaker's Courtesy Bus—Direct from Grand Central and Pennsylvania Station
JOHN WANAMAKER NEW YORK
WANAMAKER PLACE—NINTH STREET AT BROADWAY
Store Hours 9:30 to 5:30 Wednesdays until 9 Telephone STuyvesant 9-4700
MARSHALL FIELD
& COMPANY
So good looking you'll
marvel at their low price
KNITTING BAGS
$1
Handy, too, with the convenient and smart wooden handles! These bags are just the right size to hold knitting and needlework comfortably. Conservative tapestry and brocade designs in various colors, many of them soft dark tones that are so serviceable, made up with neat linings.

XD2/422

B. ALTMAN & CO.

sale of Altman notions

buy a supply at these special prices

for household use:

rubber aprons . . . cover-all type; printed designs . . . . . each 50c

dry cleaner . . . Altman Cort liquid; 10-oz. can; 3 for 65c; 20-oz. . . . . 3 for 1.00

dish cloths . . . popular mesh type; six to the package 29c

ironing board covers . . . non-inflammable . . . 29c

cheese cloth . . . "Curity" kind; 5 yards to the package 29c

rubber gloves . . . half sizes 7 to 9; a pair 29c

knitting bags . . . hand woven, from southern hand craft industries 1.00

furniture cream . . . for polishing; Altman Cort variety . . . . . bottles, 35c or 75c

sewing cabinet, with walnut finish 1.00

for personal use:

sanitary handkerchiefs . . . "Kerla"; 50 to a box . . . . . 6 boxes 1.00

Kleenex . . . white or colors; 200 sheets to a box . . . . . 7 boxes 1.00

Kotex . . . economy size . . . 4 dozen to a box. 2 dozen 1.15

Kotex . . . 2 regular size and 1 economy size. 6 dozen 90c

dress shields . . . Kleinert's washable silk crepe; flesh color; sizes 2, 3 or 4; regular or crescent; 3 pairs to box with thread and needles 1.00

Altman sanitary napkins; 7 boxes 1.00

hair nets . . . Altman variety, single or double mesh; regular cap size; white, grey or colors. 2 dozen 1.00

lastex girdle . . . 2-way stretch; 14" length; small, medium, large 1.50

dress shields . . . Altman dressmaker special; white double-covered; regular or crescent; sizes 2, 3 or 4 . . . . . 3 pairs 55c

Kleenex hand towels . . . 75 towels to a roll; 3 rolls and holder 1.00

notions—main floor

B. ALTMAN & CO. • Fifth Avenue at 34th Street • 3

Again! Season's Big Yarn Value!

Anniversary Extra Special . . .

50c Knitting Worsted

39c

18c Shetland Floss 26c

$2.25 Stamped Covers *Hemstitched Hems* Size 50x70 inches. $1.49

49c Stamped Linen Scarfs *Hemstitched Hems* 49c

The time to buy necessities is when Field's has a

SELLING OF NOTIONS

1. Modess Sanitary Napkins — 6 boxes of 1 dozen each; 3 travel packages of 4 each — 7 dozen in all for $1
2. Well-known brands of hair nets. America cap shape or Conway fringe style. All colors, including gray and white . . . 50c doz.
3. Kotex Sanitary Napkins—1 dozen to box, 6 for 97c
4. Wooden sewing cabinet of walnut or maple finished wood. Well constructed. . . . 95c
5. Shoe cabinets of heavy fibre board covered with washable fabrikoid. Green, blue, rose, black 85c
6. Wardrobe bags of Hermetite fabric. 8 garment size with zipper $3.25
7. Adjustable metal shoe racks. Extend to hold 12 pairs. In green, black, or orchid 85c

Not Illustrated:

Shoe bags—12 pocket size—made of good quality art ticking 85c

Parker's Perfect Furniture Polish, on the 16-ounce bottle 59c

Two-Way stretch Lastex girdles 95c

Two-Way stretch panties girdles 85c

Kleenex Cleansing Tissues—200 sheets in a box. 7 boxes for $1

Mills Absorbent Cotton—1-lb. roll 38c

Kleinert's Silk Sanitary Aprons 35c

Kleinert's Silk Sanitary Aprons in the one-piece style 59c

Notions, First Floor, North, State Also at Evanston and Oak Park

MARSHALL FIELD & COMPANY

LOESER'S

FULTON AT BOND, BROOKLYN TRiangle 5-8100

A Button CAN MAKE OR BREAK YOU!

Absolutely! and an ill-chosen belt buckle simply wrecks your frock! We've literally bushels of buttons and buckles to spread before you . . . for wools, for silks, for satins and velvets! Smart, different ones you'll delight in! Selecting a few to match was a chore . . . they're all so grand!

BUTTONS AND TRIMMINGS—STREET FLOOR

Fabrics Loeser's

Knitting Boxes

Covered with attractive waterproof chintz

59c

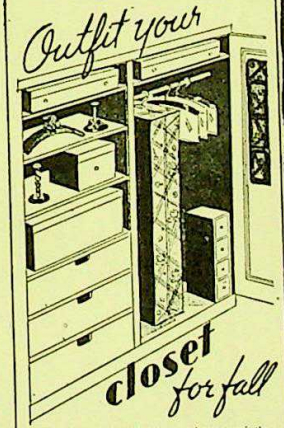
14 x 5¾ inches . . . large enough to hold your knitting, your wool, your needles . . . cleverly made with a little outlet for your wool so it can't possibly get all snarled up! Plaided and flower patterned chintz in yellow, blue, red, green.

Mail and telephone orders filled

NOTIONS—STREET FLOOR, NORTH BUILDING

CARSON PIRIE SCOTT & CO

Outfit your



closet for fall

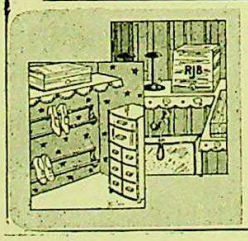
Now when you are dressing your house to suit the season, don't forget to outfit your closet with new accessories. You'll find in Carson's closet shop everything from shelf edging to shoe boxes.

Closet boxes—of a new tough washable fabric—for blankets, hats, lingerie, blouses, and shoes, $1.25 each.
Dress bags—glazed chintz or cretonne—to hold eight dresses. $1.
Shoe bags to hold twelve pairs of shoes, 75c to $1.
Laundry bags, 50c to $1.
Velveteen hangers, six in a set, 45c set.
Hat stands in different colors, 50c.
Edging for shelves in chintz or permatex, 20c to 60c yd.

Art Needlework, Second Floor.

MANDEL BROTHERS

a store of youth a store of fashion a store of moderate price*



Are Your Closets Eyesores? Inconveniently Shaped? Mandel's New "Closet Shop" Has an Easy Solution!

Charming Closets at Little Cost

Washable Moire Boxes $1.15 to $1.50

Hat or shelf boxes, $1.15. Shoe or storage, $1.50. Decorative, compact. Green, peach, blue, brown, black. 3 letter monogram, 25c.

Consult Our Expert

For decorative and practical closet ideas. Shall visit your home with no obligation. The shop is stocked with everything necessary to make your closets charming.

Metal Extension Rods $1.30

Pull right out, and snapping grasping in darkest closets. Other handy metal gadgets include tie or shoe racks, trouser hangers, hat stands.

Modernize Your Bathroom for $1

And other rooms, as well, with Pastarettes. Packaged in designs for bedrooms, nurseries, closets, etc. Washable, durable, easy to apply. A modern note in decorations!

Closet-Infused Floor—Fifth

BUYER GOES FROM TO VARIETY OF FOR BET

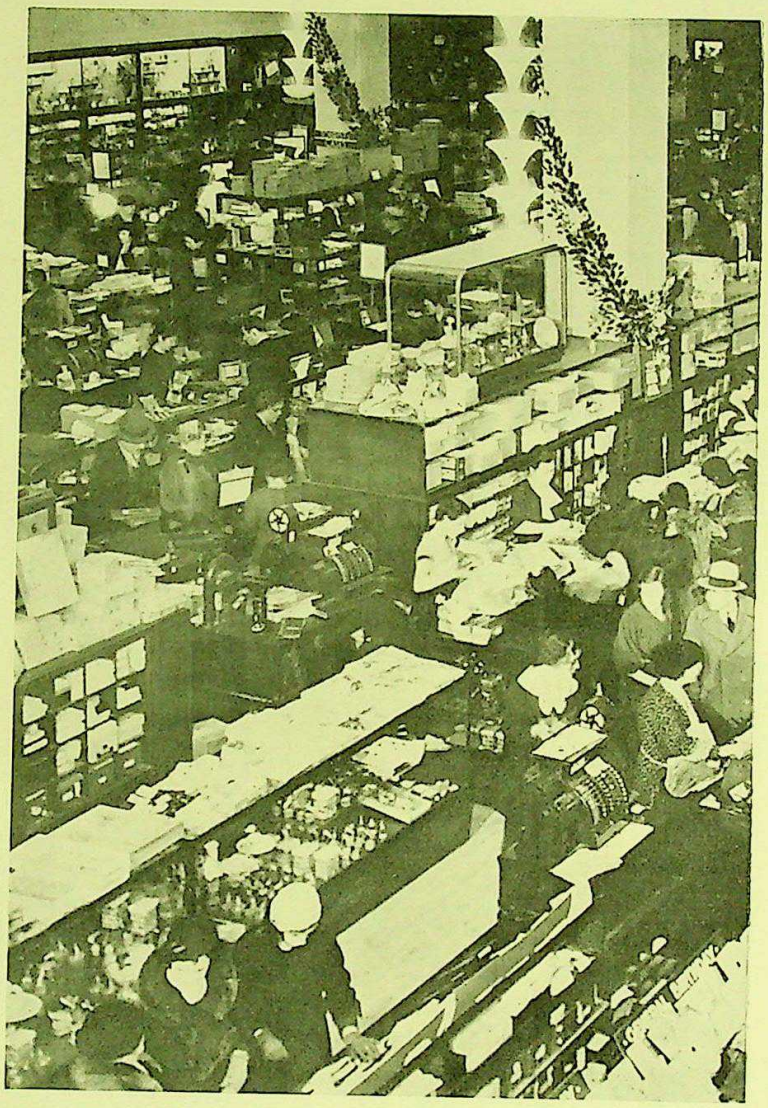
THE trend toward merchandising the notion department with national brands only has been further developed by Mrs. Salome A. Hieber, notion buyer at the Denver Dry Goods Co. with a plan of reducing each classification to one brand, increasing the price lines therein, and educating the customer to look for variety, not in brands, but in prices.

"A gradual increase in sales has been the first result," says Mrs. Hieber, "seconded by conservation of display space, allowing for neater and more distinctive displays."

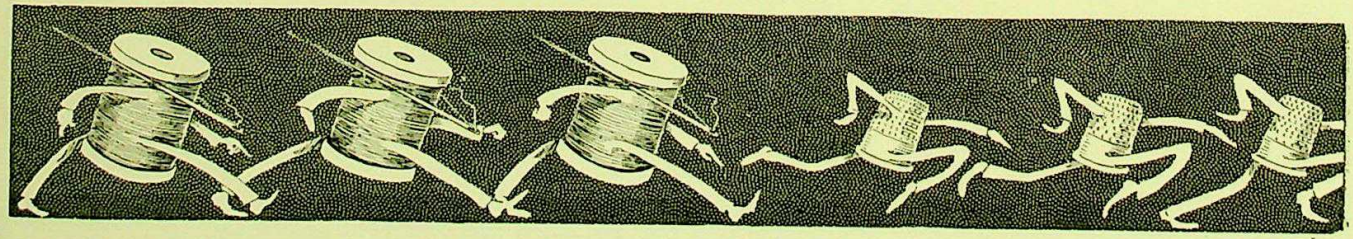
The sales increase Mrs. Hieber attributes to the elimination of a necessity for a choice, on the part of the customer, between brands.

"We have, first of all, stocked the brand of shield, of sanitary goods, of thread, of bias tape, or of any other notion which we know from experience in brand eliminating, to have the best general appeal," says Mrs. Hieber. "Then, we carry that one brand long enough to educate our customers, first, into liking it above all others, and secondly, into coming to us for it because they know we carry a complete line of the brand. Because we have nothing else to offer them, and because we can meet any of their needs within what we do have to offer them, we have had an increasingly steady and improved customer response. The plan requires that price lines be kept well-stocked."

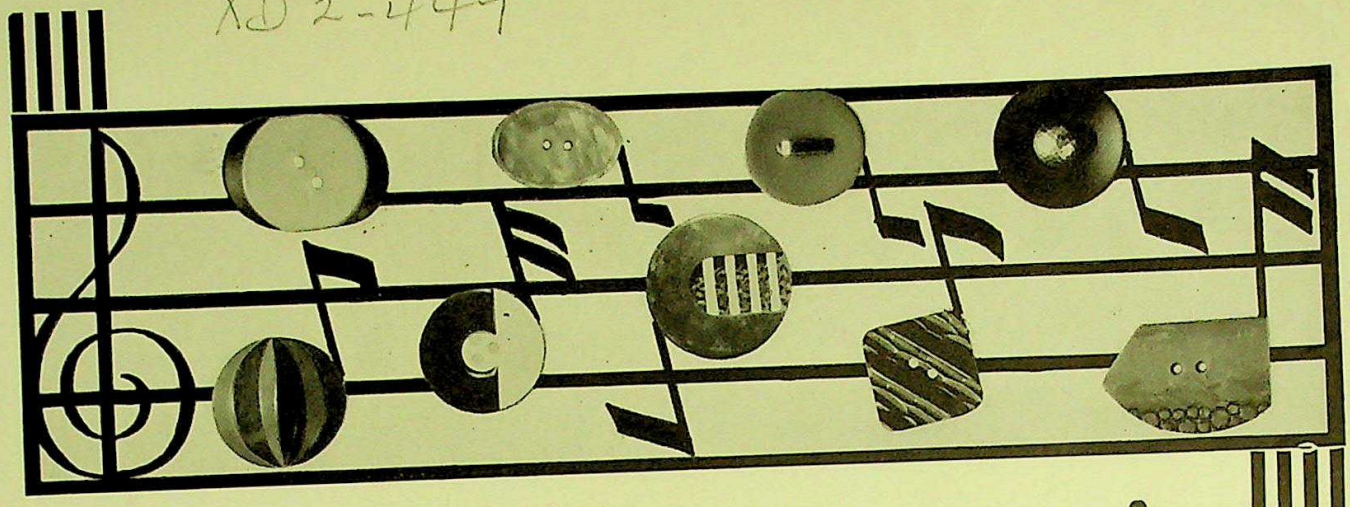
As an illustration of how variety of brands has been exchanged for variety of price lines, the one dress shield featured is offered in five price varieties.



"We have found it easier to 'trade up' with one brand," says Mrs. Hieber. "If a woman states that she wants an inexpensive dress shield, for instance, we show her first our 30-cent shield—but we mention the advantages of an absorbent shield we have at a higher price. We have no-



XD 2-449



HARMONY IN BUTTONS!

you can get buttons to play a merry tune in your department.

Fashion is planning clothes harmony for Spring with a play on buttons and buckles. So get ready to move your buttons and buckles along at double quick time . . . and tune up your profits. B. G. & E., having anticipated the new tempo, is ready with the right styles in large stocks to serve you promptly . . . and with a selection that covers the entire scale. We, therefore, urge you to give our representative an audience when he calls, or drop into our showroom and see the entire display.

REGISTERED

BAILEY, GREEN & ELGER, INC.

136-146 Madison Ave. **New York**

FULL PATENT PROTECTION ON ODORA PRODUCTS

Buy with confidence! Buy with safety! All Odora Closets and Chests are manufactured under our own U. S. Patents, as enumerated.

Popular priced Closets—Patent #Reissue 19120—March 27th, 1934
Wood Frame Closets—Patent #1943044—January 9th, 1934
Odora Chests—Patent #1895406—January 24th, 1933
Mothex Chests—Patent #1892534—December 27th, 1932

Other Patents Pending

The Odora Company guarantees its customers full patent protection

ODORA COMPANY, Inc.

140 West 22nd St. New York, N. Y.

ARE YOU A SLEEPER OR DO YOU SELL CASH'S NAMES?

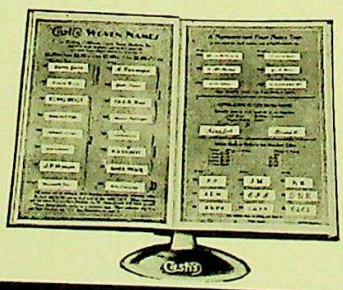
Over 8000 stores are agents for CASH'S WOVEN NAME TAPES. But not all of them *sell* Cash's Names. Some are "sleepers"—having the Cash's Names representation but making no effort to profit by it.

To these we say, "wake up!" Wanamakers, Altman's, Field's, Filene's and hundreds of others count Cash's Names among the best money makers in their Notions Departments. And all they do to *sell* Cash's Names is cooperate with the maker—use the Cash's free advertising material supplied, capitalize on Cash's magazine, newspaper and radio advertising, and—above all—*keep the Cash's Style Card display on the counter where* customers can see it and know that the store sells Cash's.

With Cash's NO-SO Cement for attaching name tapes without sewing now becoming so popular you have added reason for really *selling* Cash's Names. Send the coupon and let Cash's start building your Notions Department profits right now!

CASH'S

125 Chestnut St., So. Norwalk, Conn., or 6222 So. Gramercy Place, Los Angeles, Cal.



. . . . *Please send details about Cash's Names.*
. . . . *We are not yet selling Cash's NO-SO Cement for attaching Cash's Names without sewing. Ship Carton of 1 dozen tubes @ $1.80.*

NAME .....
STORE .....
ADDRESS .....

Quality Notions

"FLEUR-DE-LYS" G P C "PE-AN-EL"

TRADE MARK
BRANDS

Complete Lines — Complete Stocks
Complete Deliveries

POIRIER & LINDEMAN COMPANY

373 Fourth Ave., at 26th St., New York

31 Bedford St., Boston, Mass.

XD2-449

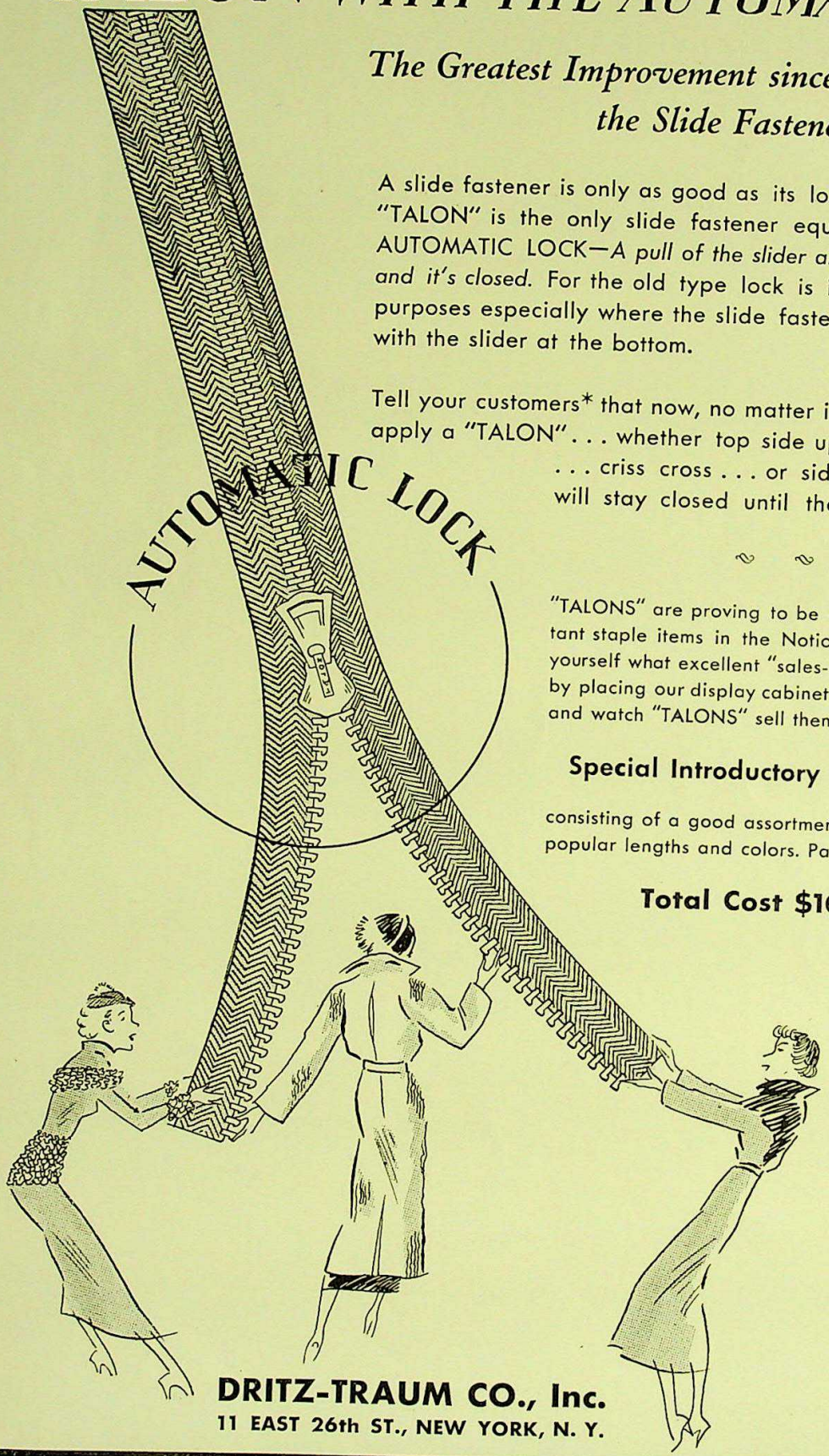
And no wonder! For the first time in many a year most women can well afford to use real Schwanda ocean pearl buttons, buckles and slides. And how they'll be using them. On sports and daytime dresses, on cotton, linens, knits, woolens, silks, rayons. Already the most exclusive dress makers are using ocean pearl for the new things they're making . . . . so are the leading garment manufacturers. Paris favored ocean pearl . . . the whole trade favors ocean pearl . . . and the favorite ocean pearl trimmings are designed, made and sold by B. Schwanda & Sons, 79 Madison Ave., New York, N. Y. CAledonia 5-7770.

TALON *WITH THE AUTOMATIC LOCK*

The Greatest Improvement since the Invention of the Slide Fastener

A slide fastener is only as good as its locking device . . . and "TALON" is the only slide fastener equipped with this new AUTOMATIC LOCK—*A pull of the slider and it's open. Let go . . . and it's closed.* For the old type lock is impractical for many purposes especially where the slide fastener must be applied with the slider at the bottom.

Tell your customers* that now, no matter in which position they apply a "TALON" . . . whether top side up . . . top side down . . . criss cross . . . or sideways . . . the slider will stay closed until they want to open it.



"TALONS" are proving to be one of the most important staple items in the Notion Department. Prove to yourself what excellent "sales-getters" they really are by placing our display cabinet in front of your counter, and watch "TALONS" sell themselves. Send in for our

Special Introductory Assortment N-1

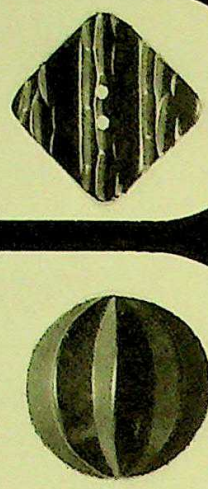
consisting of a good assortment of Talons in the most popular lengths and colors. Packed in display cabinet.

Total Cost $10.00 net

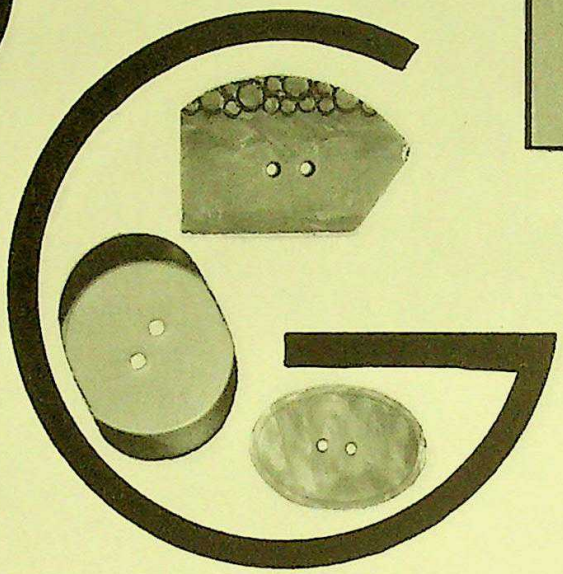
*Newspaper mats furnished free upon request.

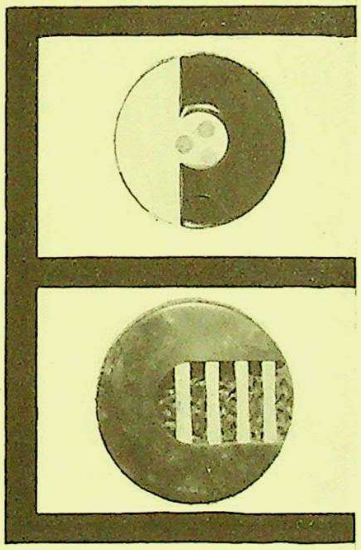
DRITZ-TRAUM CO., Inc.
11 EAST 26th ST., NEW YORK, N. Y.

XD2-449



When you're thinking of
BUTTONS and BUCKLES
with EYE APPEAL, STYLE
AUTHORITY,
SALABILITY
and
PROFIT





B.G.&E. always
looms up BIG

•

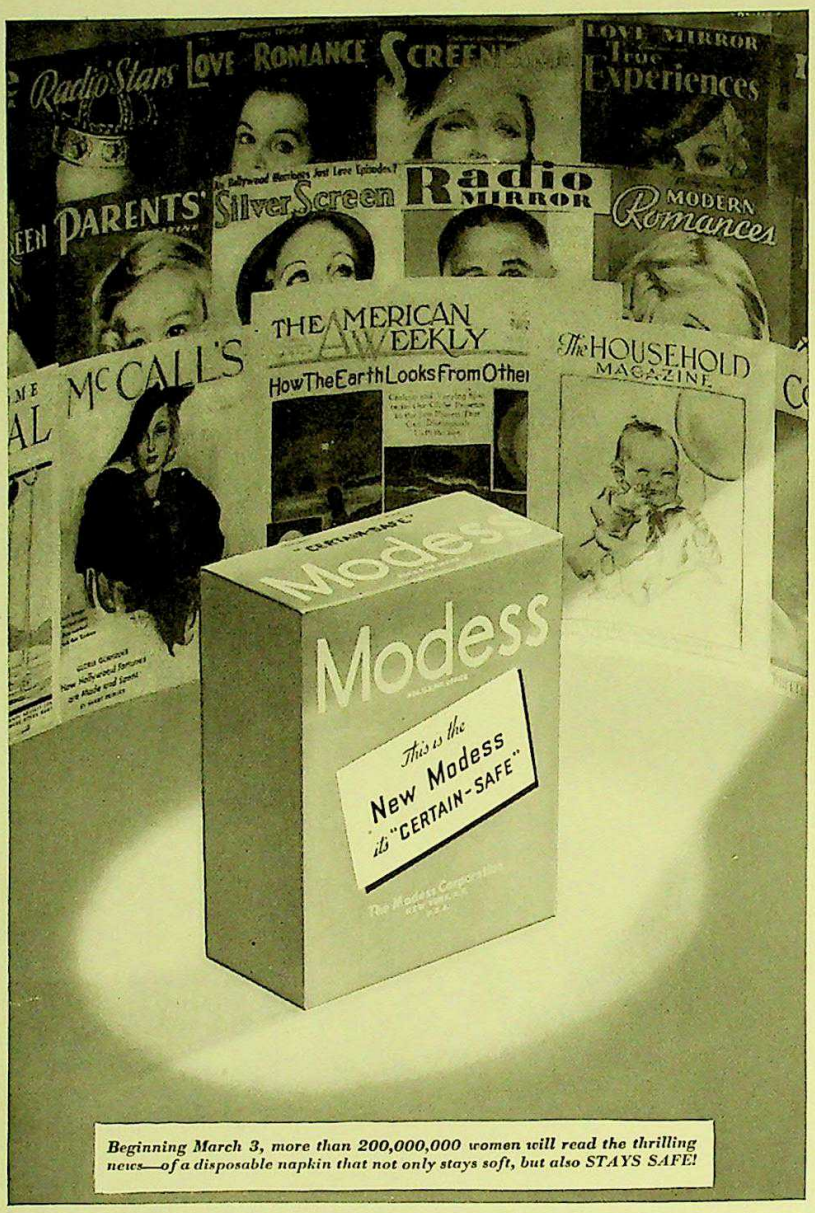
Exclusive styles that
will help department
store buyers to gain
the utmost from the style trend

•

BAILEY GREEN & ELGER inc.
136-146 Madison Ave. New York

Announcing the NEW

"CERTAIN-SAFE" MODESS



Beginning March 3, more than 200,000,000 women will read the thrilling news—of a disposable napkin that not only stays soft, but also STAYS SAFE!

Sensational news that brings you the business-building chance of a lifetime!

READ THESE FACTS:

A NEW KIND OF SANITARY NAPKIN is just about to take America by storm! A napkin that offers something every woman has longed for—and that napkin manufacturers have been seeking for years . . .

COMPLETE PROTECTION FROM EMBARRASSING "ACCIDENTS"! Through the combination of *three new features*, Modess laboratory workers have evolved a new type of napkin that ends forever the risk of (1) staining that comes from moisture striking through the pad, (2) losing the napkin, by having the tabs tear loose, and (3) staining caused by the collection of moisture on a pad not sufficiently absorbent. This combination of protective features is *exclusive with Modess.*

THE NEW "CERTAIN-SAFE" MODESS is soft, super-absorbent, and absolutely safe. It is no vague collection of theoretical "talking points." It is no experiment. It is an entirely new type of napkin. New in details of its construction and in the materials that go into its making. But its efficiency has already been thoroughly proved in extensive consumer tests.

NOW READY FOR SHIPMENT—the new Modess offers to alert merchandisers a real chance to make money. Get set to profit by the demand that will follow the first advertisements—they start March 3. Put your order in today!

Prices Revised

The new Modess prices to the trade effective immediately, are as follows:

	Per Box	*Per Doz.*	*Per Case*	*Per Gross*
Dozen	17.1 c	$2.05		$24.60
1 Case	16.25c	1.95	$5.85	23.40
1 Gross	16.0 c			23.04
5 Gross	15.8 c			22.75

Single box Code Minimum retail price 18c

Sold with MONEY BACK GUARANTEE!

Here's a challenge that will start women on a buying stampede. Advertisements of the new Modess will say:

"YOUR MONEY BACK if you're not convinced! We'll refund your money if you try the new Modess and don't like it! Get a box. Wear as many napkins as you need to make a thorough test. If you aren't completely satisfied, return the box and the remaining napkins to The Modess Corporation, 500 Fifth Avenue, New York, N.Y. We'll send you every penny you paid, plus postage."

A HEAVY SCHEDULE OF STRONG CONSUMER ADVERTISING

. . . 67 insertions in 16 National Magazines—including Ladies' Home Journal, Woman's Home Companion, McCall's, True Story, Household, McFadden Woman's Group, Modern Magazines and the Screenland Unit.

. . . Rotogravure in 25 key cities.

. . . 16 insertions in *American Weekly*

Totaling more than 200,000,000 Hard-hitting Selling Messages!

Special COMPENSATION PLAN for co-operating in quickly clearing stocks

Dealers who order the new Modess *before* Feb. 15 will be given an allowance at the rate of 72¢ per gross (½¢ per box on the new Modess for each box of old Modess now in stock received since Jan. 1st, 1935.)

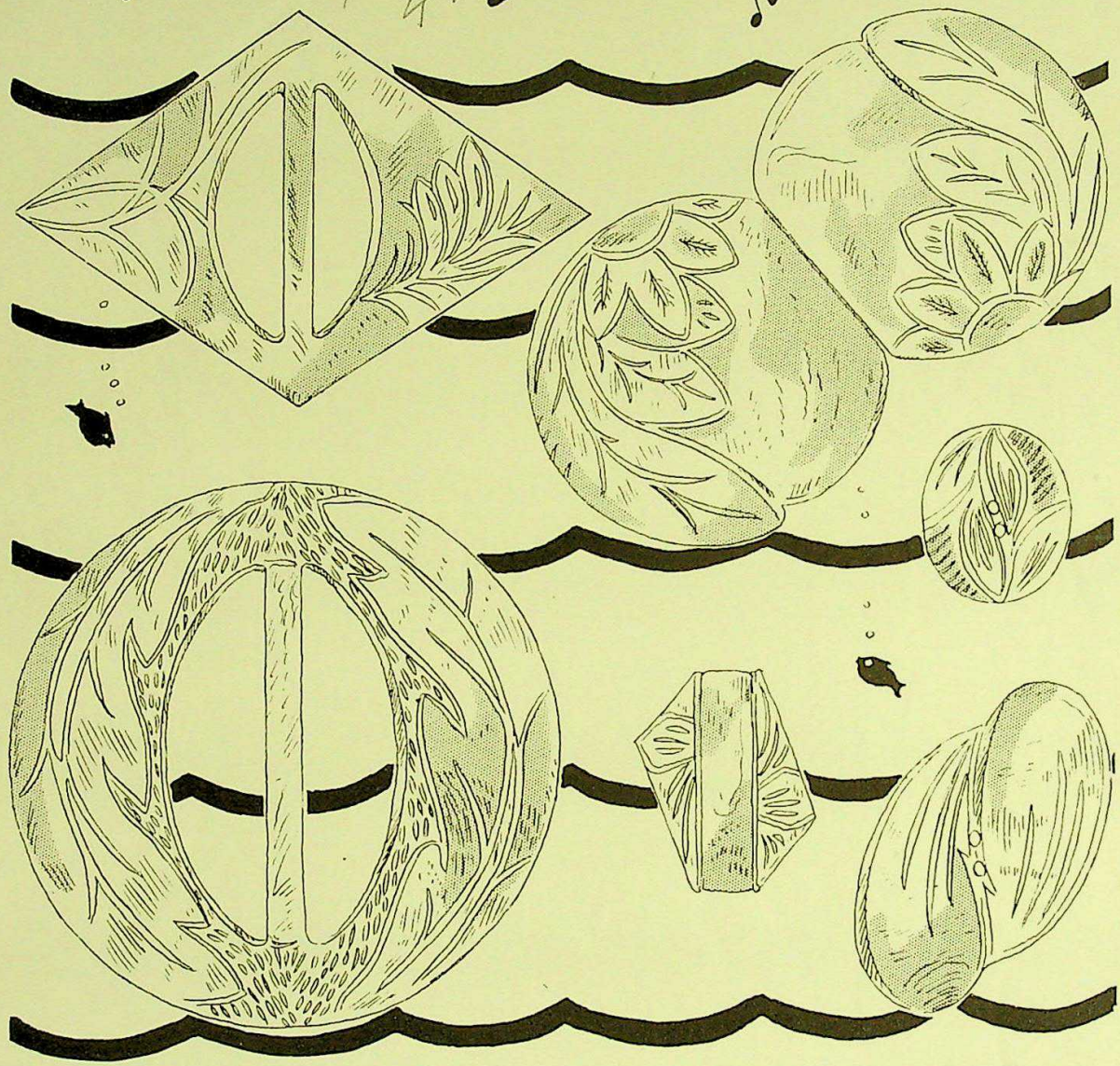
Here's a real dollars-and-cents inducement to

— check up your supply of the old Modess—and then sell it off before the new "Certain-Safe" Modess comes on the Market.

— get in, promptly, a good supply of the napkin that millions of women will be looking for—the new Modess!

Remember—this Compensation Plan terminates Feb. 15, 1935.

Schwanda Pearls are the Gems of the Ocean

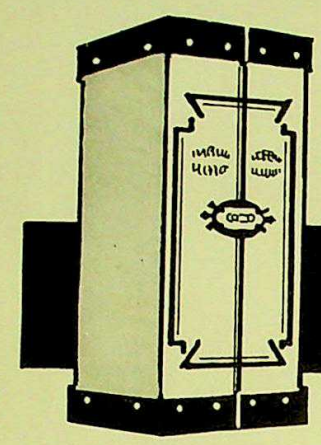


OCEAN PEARL buttons are tops for spring. And Schwanda, as everyone knows, is tops for ocean pearl. Illustrated here are some carved numbers. Beautiful, aren't they? But you ought to see the whole big line. Patterns of all descriptions, all shapes, all sizes, all prices. Regular open stock and cabinet assortments for counter selling. • B. Schwanda & Sons, 79 Madison Ave., New York City.

Schwanda for BUTTONS

★ **OCEAN PEARL BUTTONS ARE NOW AT THEIR LOWEST PRICES!**

SENSATIONAL! THE NEWEST THING IN FIBRE STORAGE CLOSETS



BEATSWOOD WARDROBE TRUNKS

REVOLUTIONARY

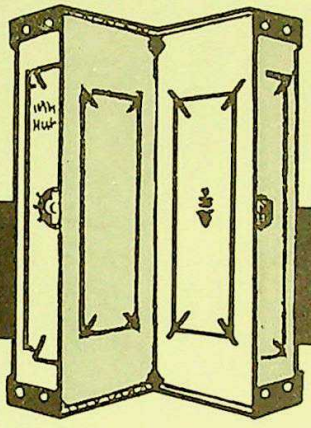
TO RETAIL

$1.98

Cost 1.20 each

Terms 2/10 Net 30 Days
Less 5c Ea. Adv. Allowance

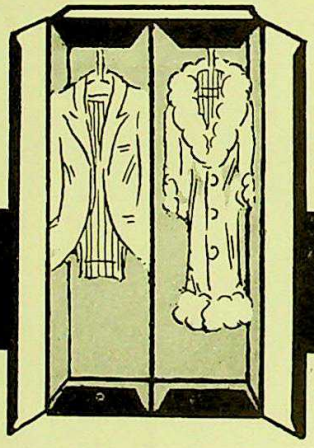
- Actually two wardrobes in one
- Considerable more storage space though only slightly larger
- Steel framed top to insure rigidity
- Metal corners that can "take it"
- Genuine brass trunk lock for added strength and security
- Extra compartments available to fit trunk for storing blankets, furs, sweaters, hats, etc.—Exclusive
- Assembled in a jiffy



The trunk half-open. Note separate sections. (An exclusive feature that promotes sales.)

SELLS ON SIGHT

Visualize the exciting promotional possibilities of this superior double storage wardrobe as compared with the limitations of the ordinary fibre board closet. BEATSWOOD'S exclusive double compartments permit permanent and temporary storage.



PATENT PROTECTED

Size, 60 x 20 x 20".
Packed ten to carton.
Order 30 closets for freight shipment.
Newspaper mats gratis.
Mailing cards with your store imprint FREE with orders of 50 closets or over.
Immediate delivery on all models.
FREIGHT ALLOWED EAST OF MISSISSIPPI.

WARNING!

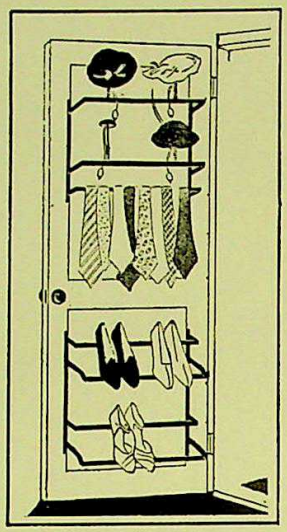
The exclusive features of the BEATSWOOD ARISTOCRAT WARDROBE TRUNK are fully protected by patents. All infringements will be vigorously prosecuted.

Also a complete line of one, two or four door closets—and chests priced competitively.

SALMANSON & CO. INC.

1107 BROADWAY, NEW YORK, N.Y.

5216 sold by ONE store in ten weeks!



. . . and a sensational seller in *every* store handling it.

CARDINAL TOGGERY RACK

For Hats, Ties and Shoes

Retails at

$1.50

individually packed

The only METAL attach-to-door rack at the price!

Holds Four hats, either Men's or Women's on specially constructed spring pull knobs.

Room for more than average number of ties, mufflers, shoes, etc.

Size 21½" wide . . . . fits Standard size closet doors.

Price: $8.40 per dozen

DISPLAY BOARD FURNISHED FREE with first order of 6 dozen or more. Or, if you prefer, write for sample.

CHAS. FISCHER SPRING CO., 240 Kent Ave., BROOKLYN, N. Y.

Over 2,000,000 Housewives have seen NUVO Demonstrated

Every day housewives throughout the United States see NUVO demonstrated *right in the home* by salesmen of ELECTROLUX, Inc., makers of the well-known Electrolux Cleaner. This rapidly-growing number of women accept NUVO as the safe, positive cleanser of rugs, carpets, upholstering and any surface or fabric to which water may be applied.

ECONOMICAL — one tube sufficient to shampoo three 9x12 rugs and a 5-piece upholstered suite, or scores of household articles. Retails for only 50c. Write for special introductory offer allowing generous profits.

W-B Chemical Company, Inc., 521 Fifth Avenue, New York City

NUVO *A new way to clean* RUGS UPHOLSTERY, HOUSEHOLD ARTICLES

Notions to Make Money

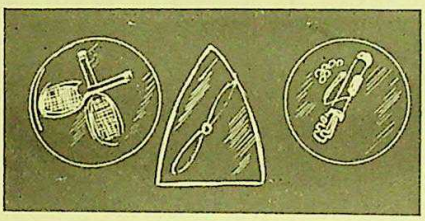
XD2-435

(Continued from page 19)

etc. to clothing; folding ironing boards for students and travelers; needle emeries in many shapes and sizes; imported tapemeasures; and eighteen inch shoe horns. The last named item is a very popular seller among stout ladies, for obvious reasons.

It might be interesting to other notion buyers to know some of the items that have helped build and maintain Miss Winterton's notion sales. Take for example the tapemeasures. Miss Winterton has one steady customer who has built up a collection of imported tapemeasures, now having a total of over a hundred and fifty. Not such a bad hobby, for the notions department! An example of how catering to a customer brings sales results.

Dainty, handmade items still find a steady demand she finds. She has her own women who make for her, with infinite tiny stitches, small silk pincushions, needle emeries, needle books, etc. These are in pastel shades and are sold either singly or in sets. They make very attractive items and are particularly popular, selling in dozens for use in trousseaus or for the first sewing basket for small girls.



Darning cottons are another big item here. Miss Winterton has an assortment of over seventy shades, carried regularly, and stockings purchased in every other store in the city are taken here to be matched. It is easily the largest assortment of darning cottons in the city.

Another advantage is, of course, location. In this case the location has been the same since 1908 when the store was remodelled, on the first floor, side, and close to the side entrance. To quote Miss Winterton:

"We find that by holding the same location over a long period of time we instill a feeling of reliability and permanency into our customers. They are sure of finding the same goods in the same section, year after year, and usually the same clerk to wait upon them. Then, of course, our location was carefully chosen in the first place so that no need of a change really occurs.

"We have nine clerks in all, seven full time, and two who come in during the rush hours each day. This provides plenty of people behind the counters to take care of those before it. All of these women have been with us for years and they know our stocks thoroughly. They are just as competent to serve in one section as another. Nevertheless each clerk is responsible for a particular section."

Button Square

(Continued from page 18)

moth shop of buttons," the buyer said further. "At the first-mentioned end we add rhinestone clips to the button stock. At the second-mentioned end, we have placed an adjustable mirror which has proven itself an asset in selling buttons, for often a customer uses her dress buttons near her face, and can get an exact impression of how they're going to become her if she holds them up to her vision in the mirror. Too, many women waiting for the elevators stop to preen themselves in the mirror, and are drawn into buying buttons at the sight of such a stock variety.

"An excellent reason for the hurried adoption of Button Square by our women customers," continued the buyer, "is its actual separation from other small items that tend to clutter the customers' glance in many cases. *Four women out of five are prospects for buttons if they actually see the buttons when they enter a store!* It is not easy to forget that one needs buttons when one runs right into them without actually having to ferret them out. We've taken buttons out of the dark, and brightened our sales life."

Miss Hughes attributed much of the success of Button Square to her choice of manager for the department. "We would not have dared to place a naive salesperson in Button Square," said Miss Hughes, "for we consider it tremendously important that a button saleswoman be a style adviser. She must know what color button and what style button and what size button can go to a basketball game on a wool dress, to tea or cocktails on satin and to dance on the new metal-shot fabrics. By placing such a woman in charge of Button Square, we have been able to leave the entire stock in her hands.

Button Displays Arranged in Color Sequence

"She collects all data on buttons and has a keen feeling as to even the age customer who should wear them! She speaks of them in her own classification at times as baby buttons, girl buttons, middle-age buttons and grandmother buttons. Such unusual discernment in the correct use of a button impresses every customer, and gains her confidence."

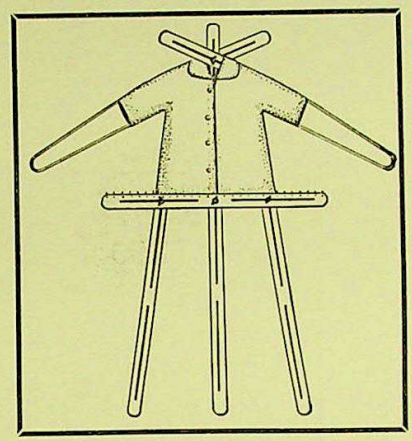
Since Miss Hughes has discovered that button customers' first idea of their button needs is the color button desired, Button Square displays have been arranged in color sequence with the reds together, the blacks together, the silver-metals together, the gold-metals together, the whites together, the rhinestones together and the new resort pinks together.

It has not been necessary to promote the new shop with either window or newspaper advertising. It has sold itself.

Desk-type lamps have been placed on the counters of the shop so that customers may scrutinize each button color or style to their complete satisfaction, and so avoid merchandise returns.

Millions of Homes Will Want
The "PRISCILLA"

MAK-IT-FIT
SWEATER STRETCHER

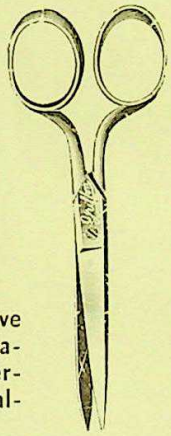


A grand new idea! It's a drying and stretching frame for sweaters, woolen and crepe dresses, coats, skirts, woolen underwear, boys' pants, infants' clothes, knitted caps and suits, woolen socks. Adjustable to any size. Light, strong, easy to handle. Lasts a lifetime. Exclusive with us!

MADE IN TWO SIZES
No. 1—Adult—Retails for $2.00
No. 2—Infants—Retails for $1.50
Write for dealers' Prices

BEH & CO., INC.
1150 Broadway New York City

Griffon
SCISSORS
and
SHEARS
for Promotional Sales
at prices which will give your department a reputation for outstanding merchandise at outstanding values.



Assortment No. 1901/50 — 6 Dozen Scissors 4" 5" 6"
6 Dozen Shears 6" 7" 8"
Hot forged solid steel. Smooth cutting action. Specially priced at $48 per Gross.

Assortment No. 1911/61 — Scissors and Shears will not tarnish—same sizes as above. Chromium Finish—Electrically tempered—Magnetic (picks up steel needles) $60 per Gross.

Send in your order—immediate delivery—satisfaction guaranteed. Minimum order 1 Gross.

"Griffon" Cutlery Works
Cutlers to the American people since 1888.
151 W. 19th St. New York City

XD 17/2
XD 2/449

Fashion looks into Crystal and sees

The spring program: suits, blouses for suits, crystal buttons for blouses. And as button buyers know—it's Schwanda for crystal buttons. For Schwanda has a grand collection of flawless, sparkling, smart, clear cut and clean cut crystal buttons. There are exactly 60 different patterns in this collection. They come in all practical sizes, in all sorts of interesting shapes, and some come in colors. And they're attractively priced for successful spring selling. Make sure you see them.

B. SCHWANDA & SONS • 79 MADISON AVE. • NEW YORK CITY

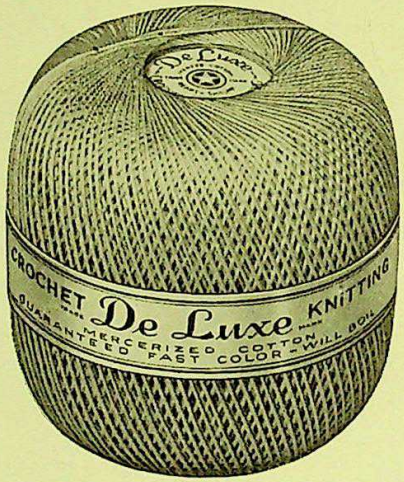
3 new members join

ALL-STAR CAST

NEW CELLOPHANE "BOAT" PUT-UP

Even in this little photograph you will at once see the quick selling possibilities of Star Mercerized Darning and Mending Floss in this smart new put-up. 200 yards. 10 balls—20 yards each—1 end of 2 ply.

ART. 195—A 10c RETAILER



DE LUXE

High grade Mercerized Crochet and Knitting Cotton. Just what you need to meet the new demand for quality merchandise. White and Ecru in 300 yard balls. Colors in 250 yard balls. Guaranteed fast colors—Will Boil.

ARTICLE 346
A 25c RETAILER

MENDING WOOL

For quick action over the counter. Standard quality Mending Wool. All the wanted shades. 24 yards to the card. Packed 12 cards to box. Also 36 cards assorted to the box.

ART. W 20—A 5c RETAILER

AMERICAN THREAD CO.

TRADE MARK

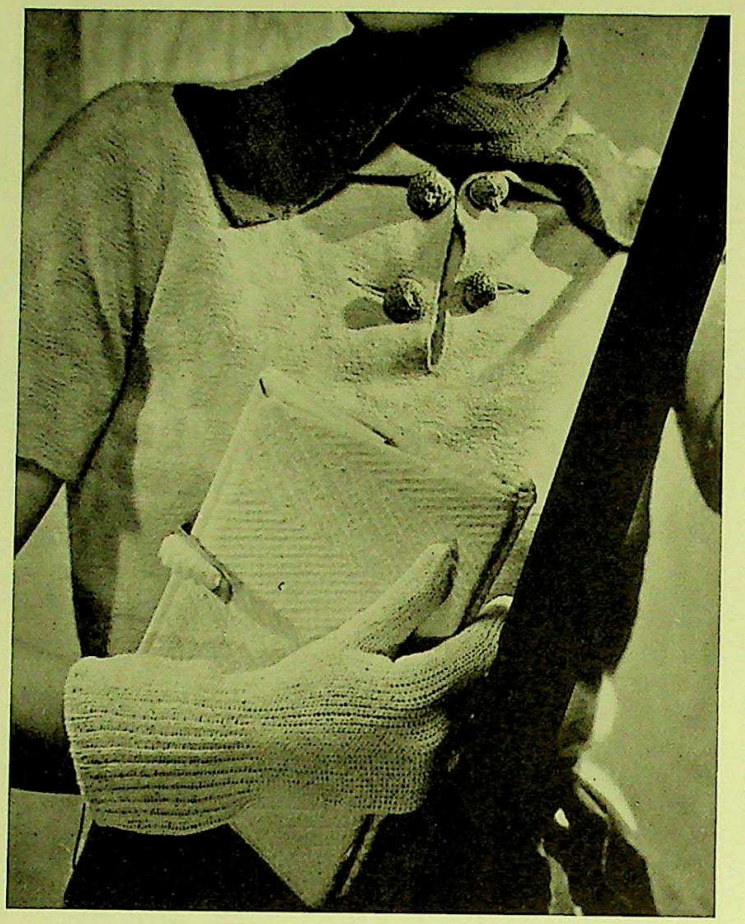
GUARANTEED FAST COLORS

WILL BOIL

260 West Broadway, New York
179 Lincoln Street, Boston
1015 Filbert St., Philadelphia

111 No. Canal St., Chicago
1718 Washington Ave., St. Louis
536 Mission St., San Francisco

COLOR CARDS ON REQUEST



Acorns are used for buttons on this smart Rubycraft knit dress. The white crochet gloves are from Manne & Weill Corp., and the white fabric bag on white and gold frame is from Virginia Art Goods Studios, Inc. The acorn buttons are from United-Carr Fastener Corp.

XD2-437

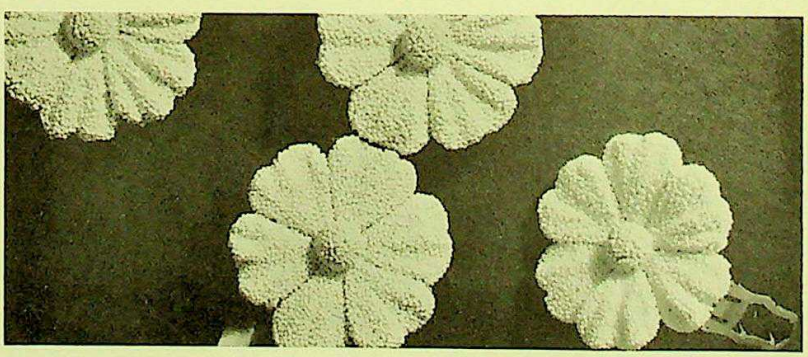
The Right Buttons for the Right Costume

TWEEDS, worsteds and nubby cottons have long called for buttons to complement their own particular charms. English sports clothes have been trimmed with leather buttons for some time, but this country has shown little originality past the uniform woven type, until recently. Innovations in leather buttons, however, and the use of nuts for buttons have now opened up an avenue to sportswear stylists, setting almost overnight a standard for tailored trim.

Many interesting shapes in leather have been introduced by the United-Carr Fastener Corp., one American firm sponsoring this vogue. Miniature "towers of Babel," of three graduated leather circles, are particularly smart, as are their button and thong combinations. Leather baseballs and footballs—the latter with the initials of favorite colleges—are made to catch the fancy of fair sports spectators.

Their nut buttons also offer a wide range of personalities—from tiny acorn caps to huge, rough buttternuts. In color, size and shape, each nut or leather button seems to suggest itself for a particular use—on knitted suit, or tweed coat, linen suit or slub weave skirt. The fruits are represented, too, in peach pits and tiny date pit buttons ideal for silk and cotton summer clothes. All of these new developments have been made possible by considerable chemical research which has evolved a preservative plastic suitable for each kind of nut or pit.

Buttons for more formal daytime and evening use, "style conscious" for a longer period of time, have shown their affinities for the street frock, cocktail dress, and formal gown in many new developments. Glass and china have assumed dainty lines to complement linens and cottons; dramatic shapes in metal and Catalin accent the silk ensemble; and jewelled types abound as motifs for evening costumes. Button manufacturers have provided a button for every style and for every fabric.



THE DAISY INFLUENCE IN BUTTONS
This ornamental group of dress accessories includes buttons, a belt buckle and clips in the daisy motif. They are made of tiny white beads pasted on a composition. Ernest Steiner & Co.

40% Sales Increase in Five Weeks

Making Notion Department Truly Feminine at Hayden Brothers Results in Amazing Sales Stimulant

■ If your customers are feminine—then make your store feminine! Following this theory A. W. Ackermann, general manager of Hayden Brothers, Omaha, Nebraska, increased his sales in the notions department 40% in five weeks.

"The entire atmosphere by which a woman is surrounded," declares Mr. Ackermann, "has changed in the past few years. Her home is no longer the stiff, straight-backed type of our mothers. Now a woman is surrounded by dainty colors in her home. The lines of the furniture are soft. The lighting is soft. Her own boudoir is decorated in a delicate color and the accessories are all exceedingly feminine. She has become accustomed to beauty in her surroundings at home.

"Then why isn't it logical that she will feel at home in a store that has delicate colors, soft lines, soft lights and an atmosphere of beauty?"

Theory on Femininity is Proving Correct

Mr. Ackermann has answered his own question by installing a truly feminine notions department. The results have proven that his theory on femininity is correct. Other departments treated in the same manner and which have proven successful are the hosiery, costume jewelry, handbag and toilet requisite departments.

The notion department, he explains, has played a large part in the success of this experiment. "Notions is a truly feminine department," he says. "Practically all the customers are women. Then why should it be furnished with the severe mahogany and straight lines of a haberdashery? It is a woman's store. Then give it a woman's atmosphere!"

In accomplishing this Mr. Ackermann first changed the shape of the department from a cumbersome square with a high row of shelves in the center to a graceful, oblong department with no obstructing shelves. The aisles on all sides were made wide enough for comfortable traffic—and then the department was decorated in the salmon pink, black and silver. Today it is doing 40% more business than it did five weeks ago.

Incentive Needed to Sell Notions

Mr. Ackermann further believes that scenery alone will not sell notions. There must be a further incentive. To give this incentive he has instituted three-cent sales in this department periodically.

"The notions department," he says, "is primarily what I call a reminder department. Merchandise must be displayed so that the customer can see the variety of things for sale. Then she must be induced to come into the store and to that department. Our three-cent sales do this. They get the women in the store and at the Notions counter.

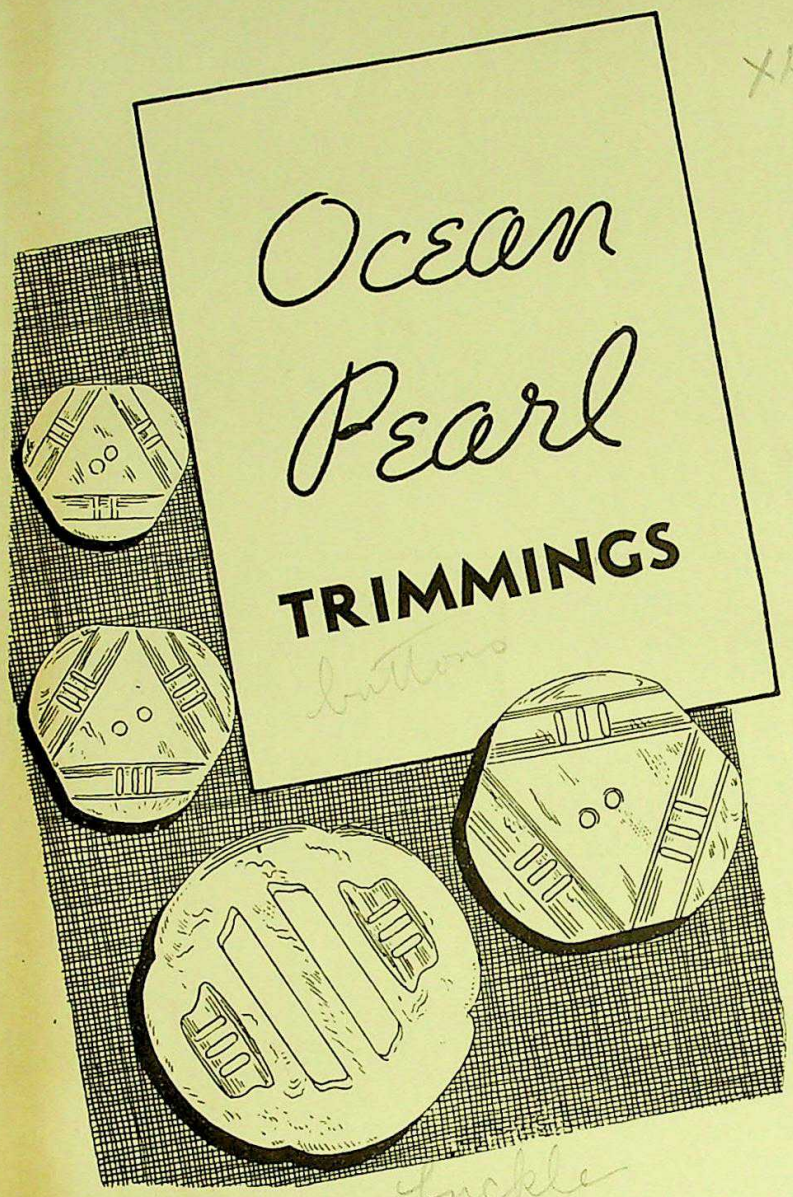
"We sell a great deal of merchandise through our three-cent sales, it is true, but they are really just a means to an end. They bring the people into the department. Then nine times out of ten, women see other things displayed which they need but have forgotten.

The Closet Shop at the City of Paris, San Francisco. See story in news section of this issue.

The Trend Toward Quality

■ On another page of this issue is a story on how quality merchandise is being featured at Lord & Taylor, New York. It is the first of a series of articles, to appear from month-to-month in this publication, which will tell what prominent stores are doing with the trend toward quality. Alert retailers have really awakened to the fact that the direct road to profits is away from "price" appeals and to selling quality goods.

COTTON FASHIONS CALL FOR



Schwanda for BUTTONS

THE MOST inexpensive little frock looks exclusive when it's trimmed with ocean pearl buttons. And women know it. That's why women who make their own dresses buy ocean pearl buttons at the same time as they buy the cotton goods. That's why women who buy ready made low price dresses, frequently take off and replace the original buttons with ocean pearl buttons. Remember these things when you start promoting summer fabrics. Remember too, that ocean pearl is now at its lowest price and that Schwanda is the leading source for ocean pearl buttons, buckles, slides and clips. Make it a point to see the new Schwanda pearl line.

B. SCHWANDA & SONS

79 MADISON AVE. • NEW YORK CITY

OVER 5,000,000 Women

. . . WILL IDENTIFY "Mermaid"

PEARL BUTTONS

The most aggressive advertising campaign ever conducted in the Pearl Button Industry has been launched by Mermaid Buttons in the advertising columns of The Ladies' Home Journal and Good Housekeeping. This consumer advertising campaign is the result of suggestions by many jobbers and dealers to help women identify a dependable, nationally advertised grade of quality buttons.

Whether women are buying buttons for style trim or utility, they will recognize the *nationally advertised* superior quality of Mermaid Buttons, as well as their leadership in colorful style design. (Spring and Summer Fashions predict an abundant use of Pearl Buttons.)

"CASH IN"

Jobbers and dealers advantageously displaying Mermaid Buttons can "cash in" on this outstanding advertising campaign. You will find "Women Prefer Mermaid Buttons."

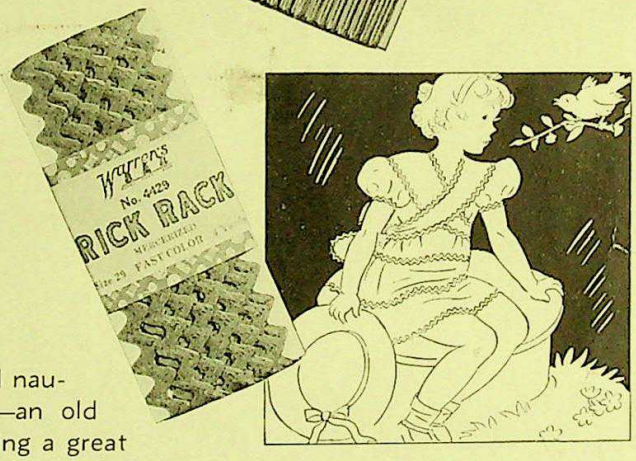
HAWKEYE PEARL BUTTON COMPANY
MUSCATINE, IOWA

D2/427
NEW FALL LINE
With Fashion Leaders definitely proclaiming an unusually popular button and buckle season this Fall, we invite buyers to the most unusual and varied display we have ever presented.
We urge you to see the latest in Buttons, Buckles, Ornaments and Slides of every description from the recognized European Style Centers — featuring new, smart and exclusive items entirely in keeping with modern trends and demands.
REGISTERED
BAILEY, GREEN & ELGER
INCORPORATED
136 MADISON AVE. NEW YORK

Warren's
THREE OAKS, MICH.

BRAIDS

RETURN TO
DESIGN DIV.



MIDDY BRAID—smart and nautical, SOUTACHE BRAID—an old favorite which is experiencing a great fashion revival, the ever popular RICK RACK—CHALKELLE BRAID—very effective in neckwear . . . these are some of the best selling Braids in the Warren line. All these Braids are GUARANTEED FAST COLOR—all are made in Warren's own factories.

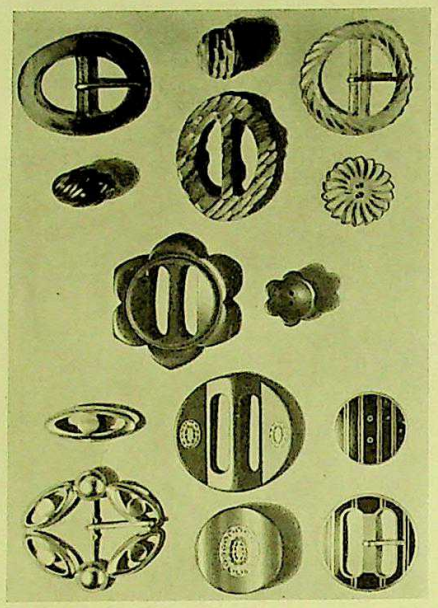
From your jobber or direct.

THE WARREN FEATHERBONE CO.

THREE OAKS, MICH.

NEW YORK	CHICAGO	SAN FRANCISCO
200 Madison Ave.	6 N. Michigan Ave.	55 Fremont St.

WHAT'S NEW IN BUTTONS . . .



Bailey, Green & Elger

Wood, Glass and Metal Prominent in New Buttons of B. G. & E.

Fall buttons appear to be more alluring than ever before after a glimpse at some of the offerings of Bailey, Green & Elger, New York. So successful was the blown glass number last spring that the same idea is being used in a new olive shape with convex shaped buckle. The pastel shades are simply delightful and the buttons should go well on fall satins and velvets. Next to this is a carved wooden button and buckle in tree bark effect for tweeds and sports wear. Lalique figures in the set to the right which has spiral design and scalloped edges. Comes in all pastel shades.

In the center is a wood buckle with scalloped edges and matching button with cupped center. Bright colors to go with bright smart fabrics. Also in the wood line—pictured bottom center—is a combination wood with filigree metal trim. Metals, which promise to be so popular for fall, are represented by two outstanding button and buckle sets in the Bailey, Green & Elger line. At the bottom on the left is shown an intricately cut out set in gold finish. Schiaparelli eyelets are used in the set on the right. Comes in leading colors which are accentuated by silver stripes.

Combinations Popular In Fall Buttons

Pictured are some new numbers of B. Blumenthal & Co., New York, which should lead in customer acceptance this fall. Starting at the top left and following in clockwise fashion we have, first, an ingenious buckle, one part of which is wood, the other, galalith, followed by its matching button. Next in rotation is a button, with matching buckle in center, in a wood and metal combination. Then we have a spiral effect button and slide set which carries a lighter or supplementary shade on the end of each knob. Concluding the group is a leather effect button and buckle of galalith.

Leading colors for fall will be burgundy, green, black, blue and brown. Combinations in buttons of two or more materials should be extremely popular.

Metals are expected to dominate in fall buttons, and gold finish metal is particularly well represented in the Blumenthal line—in everything from smooth dome topped buttons to elaborately carved types. The jewelry feeling is evidenced in the crystal buttons with rhinestones, in metal and composition buttons set with colored stones, in the square shaped buttons made of segments of mirror glass, in the metal and colored stone combinations.

B. Blumenthal & Co.

The hook and eye closing is interpreted in metals and galalith in a range of sizes. While small buttons are no longer news the large buttons are reaching proportions where they may be considered something to talk about. Patou's new idea of wood jewelry turned out to resemble leather is represented here, and such novelties as oak leaves and acorns in metal, and large flat flowers of metal. The present line also embraces belt buckles to match, belt fronts, some collars and matching belt fronts and fobs matching buttons.

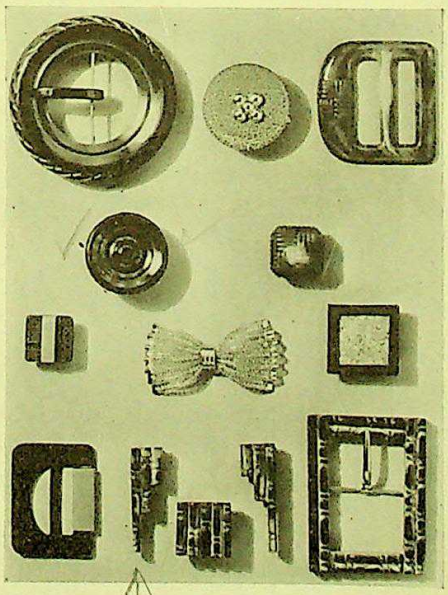
Metal Bow Buckle Popular For Fall Trimming

This heterogeneous group of buttons includes coat, suit and dress buttons as well as matching clips and dress or coat decorations from the new fall line of B. Schwanda & Sons, New York.

A large buckle is shown at the top left with its matching button, which comes in three sizes, below. They're made of Catalin and have decorative carving. Colors are brown and black. Below this is a tweed effect button with slide having various colors in galalith as a trimming. At the lower right hand corner is an exciting set consisting of a pair of clips, square buttons which come in four sizes and quite a large buckle. This set is made of novelty wood with dark and light tones. Above the buckle is a smart button which should go well on knitted things. Its center is cork with a stitched leather border. Buttons are two sizes and are made in black, brown and tan.

The filigree metal clasp buckle is a new note in coat or dress decorations. This is to be used primarily as a closing device at the neck of a garment. A horn button and buckle in two-tone effect is shown at the top right. This utilitarian set for coats or knitted wear comes in popular colors of tan, gray, brown, blue and black. Top center is a novelty button in metal with leather effect. Metal clusters ornament the center. Comes in two sizes and a wide range of colors.

B. Schwanda & Sons



Albert Utz Promoted to Executive Post at McCreery's

Mr. Albert Utz, formerly main-floor superintendent at James McCreery & Co., New York, has been given a post in the management division, it was announced recently by Mr. Frank Healey, vice-president.

Mr. Lewelen Stearns, who was superintendent of the fifth floor, succeeded Mr. Utz on the main floor.

Closet Shop for Schuster

Rearrangement of the street floor of the Mitchell Street store of Ed Schuster & Co., Milwaukee, Wis., as part of a three-year modernization program in their three units provides more aisle accessibility around each of the street-floor departments. Wall space in the notion department has been utilized for the installation of a new closet accessory shop.

Closet Shop at McCreery's, Pittsburgh

An almost completed closet shop can now be seen in McCreery's, Pittsburgh, notion department. In one closet is displayed a complete ensemble with matching boxes, etc. Adjoining this closet on both sides are two large compartments displaying all varieties of shelvings, edgings, hat stands, etc. A long closet, completing the shop, displays wardrobe bags. Notion Buyer Spero believes the new Shop will result in increased sales in the accessory line.

Enlargement of Notion Department At Jordan Marsh

The notions department of the Jordan Marsh Company, Boston, Mass., has been enlarged by the addition of a long wall-space and counter in the front of the store, next to the main entrance. Nearest the door is a very complete closet shop, with several model closets and a complete stock of accessories. Previously there was no closet shop at Jordan's.

The counter space is devoted almost entirely to shoe cleaners—special ones for all the many types of leather and fabric shoes being worn this summer. The Jordan Marsh Company has given special attention to shoe cleaning preparations for a long time, and are considered authorities in that line by many Boston women.

Another new idea is a section devoted to needlework items brought down from the upstairs art goods department. Some of these are merchandise such as bedspread cotton, etc., which customers may want to buy quickly, and the new arrangement saves them a trip upstairs. Others are items which might move faster if placed along a main aisle down stairs, where they could be looked over by a larger number of people.

Miss Georgia Stabler New York Bound

Miss Georgia Stabler, buyer of notions at the John Shillito Company, Cincinnati, is planning to be at the New Yorker Hotel on July 18th.

Then returning to "home base" for long enough to get things straightened up a bit; she plans to leave for one of the many summer resorts above Minneapolis on August first, to be gone on a well-earned vacation of two weeks.

Paul Greenwald Becomes McAlpin Basement Buyer

Mr. Paul Greenwald has recently been named buyer of the basement shop of the McAlpin Company, Cincinnati, replacing Mr. M. Crum who has been transferred to other departments. Mr. Greenwald comes to Cincinnati from Sattler's, Buffalo, and was formerly connected with Kobacher's of the same city, and with R. H. White of Boston.

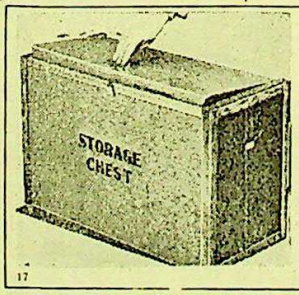
WANAMAKER'S

More For Your Money

Summer Needfuls . . . at Special Prices for June

Notions

		Regular Price	Special June Price
30	"Sonia" hair nets. Single mesh cap or fringe, blonde; 3 shades of brown, auburn, black . . Doz.	50	doz. .25
31	"Elona" Hair Nets, double mesh, same shades as "Sonia," cap or fringe . . Doz.	50	doz. .35
32	"Wanamaker" Hair Nets, single or double mesh cap, fringe or bob; all colors, including gray or white . . Doz.	95	doz. .55
11	Chintz Chair seats Boxed style — floral and conventional patterns; red, green, blue, brown, cream, yellow, black . . . for kitchen, porch, bridge and bedroom chairs .	45	4/$1.00
38	3 Velvet Covered Hangers, 1 Velvet covered hat stand. Colors: Rose, green, blue, peach and orchid . . Set	50	set .39
23	Wanamaker Nainsook dress shields — regular or crescent shape—flesh or white — Sizes 2-3-4. . . .	25	5 pr $1.00
24	"Wanamaker" silk dress shields; regular or crescent shape, flesh or white. Sizes 2-3 or 4	32	4 pr $1.00
28	Kotex economy pkg. 48 napkins to box		Special .59 2 boxes $1.17
29	"Veldown" sanitary napkins, 12 in box	19	7/$1.00
	50 in box . .	65	.54
21	"Protex" cedarized — 8 garment box bag, white lined. Size 26x58	75	.59

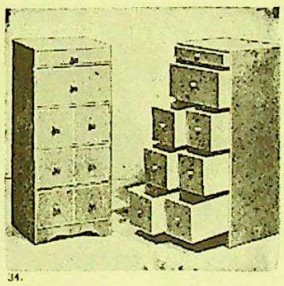


17

Odora Deluxe Storage Chest

Special **$1.29**

Extra large size with "Odora" cedarized retainer. Size 15x20x32, with wooden frame.



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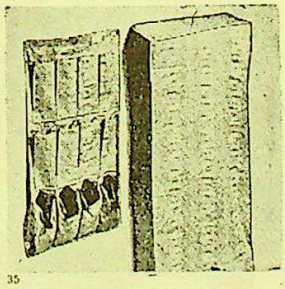
Wood Reinforced Utility Cabinet

$2.75 *Grade* **$1.98**

Covered with washable crush paper—6 shoe drawers, 1 hat drawer, 1 lingerie drawer. Colors green, blue and rose.



35

Wardrobe and Shoe Bag Set

$2.70 *Grade* **$1.59**

60-inch—Heavy Art Ticking "Snap" Wardrobe bag . . . 12-pocket shoe bag to match. Colors: Green, blue, rose and orchid.

Mail and Telephone Orders Filled

Wanamaker's—Notions, Street Floor, North Building

XD-17/2

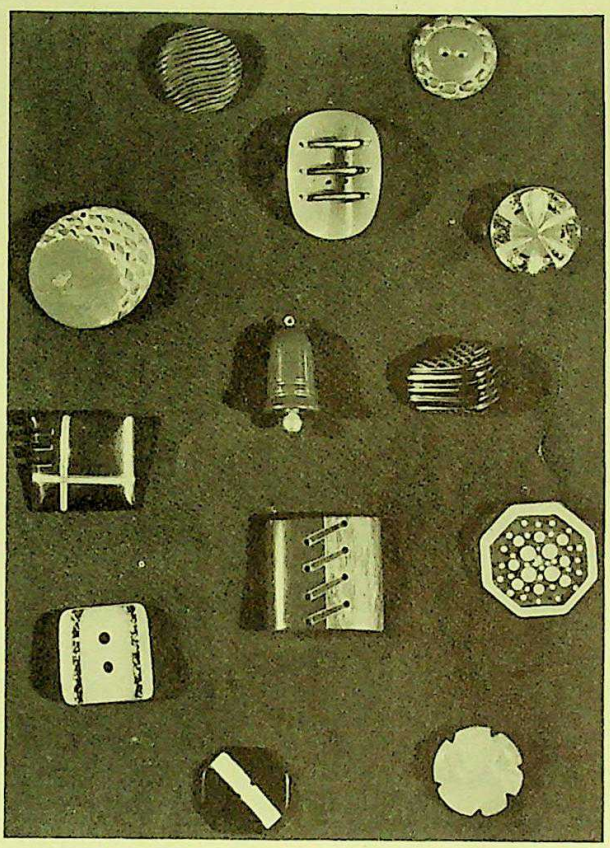
Buttons for the Cold Weather

Many New Ideas and Shapes Being Introduced In Unusually Attractive Color Combinations

XD2-449

■ New colors and novel designs bring buttons into the full glare of the spotlight for Fall and Winter fashions. Always an important item in the Summer models, translucency will be equally popular during the coming season. For it's a big answer to one of the most perplexing problems presented by the new Winter colors.

How to prevent models of the deep, rich tones from becoming dull and monotonous. Translucency, has been the answer of how to "light up" such colors as Dubonnet, Burgundy, Rust, Devon, and Lombardy. This year, when Paris decrees the harmonious effect so important, it has approximated the rich tones of current dress materials.



A group of the new Fall buttons described in the story on this page.

Buttons Assuming Period Personalities

Buttons are taking on a definite personality, inspired by outstanding periods and events, such as the Renaisance, the American Revolution, and the even more recent Silver Jubilee of King George. The result is an entirely new Fall selection, ranging from the elaborate designs of the Medieval period to the dashing simplicity of 1935 sport and tailored styles.

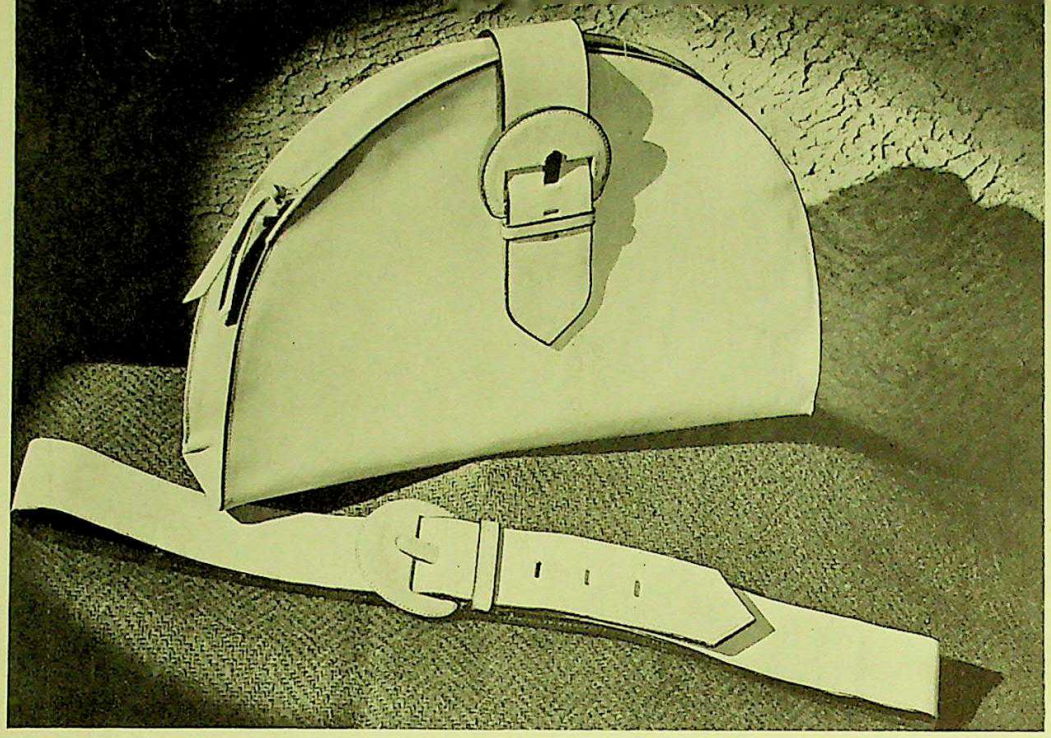
There are several changes and innovations in the new lines. Buttons are notably smaller: the average size being that of a 25 cent piece. Oblong and rectangular shapes are prominent, with numerous novelty cuts ranging from a saucy cockade hat inspired by George Washington to a gay Jubilee Bell. The most outstanding color is the new Shell—an imitation to deceive the tortoise himself. Then, there is the new plum, a more full toned Dubonnet, and also rust, black, brown, red, green, and navy.

A novel two-toned, recently perfected, comes in red and black, black and white, and brown and tan. Quite enchanting is Flitter, a transparent shot with minute specks of gold or silver, resembling stardust. Combined with opaque, this offers a lively, festive trim. Matching buckles are more the rule than the exception this year. In several instances, smart clips and fobs accompany the button set, forming an accessory ensemble.

With the new Fall colors being widely used, Parisian couturiers are achieving the exclusive and individual note in street and sports clothes by using novel button trims. In fact, the Fall lines are more diversified in this respect than ever before. The smartest innovation in this type is the new, slender self-shank rod button with a diamond facet surface. It is shown in all colors with matching buckle, and comes in half inch and inch sizes. This button is particularly chic in the new Shell. Another model especially suited to street clothes resembles a leaf swirling to the ground. It is an inch long oblong piece, with pert curled up edges.

The military flair, so prominent at Henry Creed's Paris opening is accented not only in buttons, but also in a trick dagger fastener. This is a silver capped miniature dagger of red and black, chained to a red semi-circle. The dagger slips into a metal loop like the military frog fastenings of a guardsman's dress uniform. This is also shown in brown and orange, black and white, and Dubonnet and pink. The Whistle button will blow tweeds and sport woolens into fashion prominence. It is a flat plaque, an inch square, pressed into whistle shape. It comes in several colors, but is especially chic in Shell or brown.

(Continued on page 30)



A new belt from Slote & Klein, Inc., matches a saddle leather bag by Nat Lewis Purses, Inc.

New York Notion Buyers Prepare for Fall

Current Department Activities Largely Centered on Inventories and Clearances — Personal Items Most Active in July

■ Between thoughts of heat, humidity and their scheduled mid-summer vacations notion buyers in metropolitan area this month are looking forward to new lines with their fresh inspiration for fall business. Inventory and clearance sales are of current interest with buyers reporting summer months to have proved quite satisfactory.

When the hot weather finally reached Manhattan it came with a vengeance establishing peak records for the past two decades. Bathing needs, girdles to be worn with swim suits, personal items—shields, sanitary goods, etc.—were given stimulation by seasonable temperatures.

A Fifth Avenue store buyer summed up situation pretty well when she said seasons seem to get shorter and that when August 1 rolled round everybody was afraid to have very much summer stock on hand. That was situation we encountered in our store tour early this month when we found everybody thinking of condition of stocks and concentrating on clearances to make way for fall.

■ Macy's continue to do very nicely with their couture buttons sold in notions, about which more is told you elsewhere in these pages. The enthusiasm for buttons was duplicated in the shield section where miniature types are counter displayed on posters. An assortment of a half dozen is mounted for customer inspection and selection. Prices are 19c to 49c and styles include pin on, short flap, regular, crescent, demi, opera, etc. Although shield selling was handicapped early by cold weather the miniatures had good demand as season progressed.

The store has copied its $3 sewing boxes in washable fabricoids with removable tray and in a color range, priced at 94c. These less expensive boxes have not hurt the better goods as people choosing gifts from the assortment prefer the latter for such purpose. As Fall gets under way sewing boxes should sell with alacrity, it was said.

Summer sewing cases for travelling introduce a new note with a group of tie-silks which are neat and compact, fitting into a very small space in week-end cases. The regular leather collection at Macy's offers assortment and all travel sewing needs have had good selling.

■ McCreery's introduced Curl-a-New, soap to encourage natural wave and for use after permanents, in the section given over to hair pins, curling items, etc. The original offering was quickly exhausted and several reorders were required. The price is 45c or three for $1.25, and customer enthusiasm was at such pitch that many women bought the box

(Continued on page 42)

The Outstanding Sensation of the Year

The New ODORA

DUPLEX

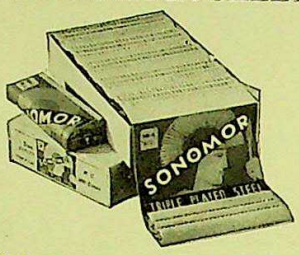
STORAGE CLOSET

New! Profitable! Repeats!

ODORA COMPANY, INC.

140 West 22nd St., New York

SONOMOR PIN SHEETS

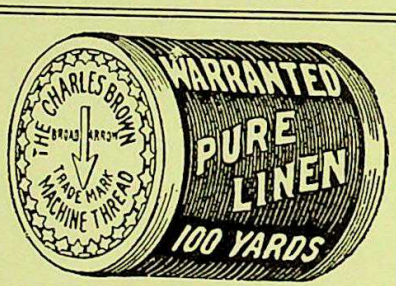


WM. PRYM

OF AMERICA, INC.

47-28 37th St. Long Island City, N.Y.

223 W. Jackson Blvd. Chicago, Ill.



HAS BEEN ON THE MARKET FOR OVER A QUARTER OF A CENTURY

A REAL HOUSEHOLD NECESSITY

HUGHES FAWCETT, INC.

115 FRANKLIN ST.
NEW YORK CITY

BEN-HUR PRODUCTS

INC.

MANUFACTURERS OF

HAIR ORNAMENTS, TOILET SETS AND NOVELTIES

302 FIFTH AVE. NEW YORK

TURNER & DAVIS

NOTIONS and SMALLWARES

65-67 MADISON AVE.

Between 27th and 28th Sts.

NEW YORK CITY

Telephone LExington 2-3883

HELMAR IMPORT & NOVELTY CO., INC.

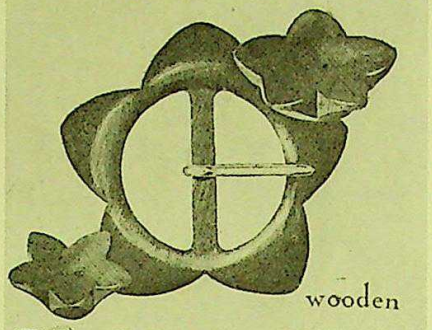
Importers

22-26 W. 32nd St. New York

Specialists in Buttons, Buckles and Novelties for the wholesale trade.

NEWS . . .

★MACY'S 34th ST. & BROADWAY



wooden

FLOWER BUTTONS

for fall frocks

38c to 1.64 a dozen

Delicate, feminine, and smart, they combine utility with charm, giving simple gowns a piquant finish. A wide range of glowing fall colors. Buckles to match, 34c ea. *Notions, Street Floor.*

Above is the reproduction of a two-column, six-inch high advertisement of a single matching button and buckle used by R. H. Macy & Co., in the newspapers of August 27. To our knowledge it is the first time that a New York retail store used individual advertising space for just one button. It is from B. Blumenthal & Co.

July Penney Sales Up

Sales of the J. C. Penney Co. for July, 1935, were $15,915,024, compared with $13,967,193 for July, 1934, an increase of $1,947,831, or 13.95 per cent.

Total sales from Jan. 1 to July 31, 1935, inclusive, were $108,894,609, compared with $103,989,757 for the same period in 1934, an increase of $4,904,851, or 04.72 per cent.

Continued Activity of Yarns at Sears-Roebuck Company

Although August is notoriously a quiet month in the notion department, Mrs. B. Howard, in charge of notions at Sears-Roebuck, Oklahoma City, notes a continued activity in sales of yarns and carpet warp. Many of her customers have already begun knitting and crocheting afghans and garments for fall wear.

July Sales Largest For Montgomery Ward

Montgomery Ward & Co. report the largest July sales in its history, representing an increase of 27.71 per cent over a year ago. June sales were 23.6 per cent ahead of June, 1934. Sales aggregated $20,292,175 last month, against $15,890,560 in July, 1934, and $19,808,343 in July, 1929.

The July figure brought sales for the last six months to $133,289,039, a gain of 20.41 per cent over the corresponding 1934 period, when the figure was $110,697,908.

For the Notion Trade

BILTMORE BRAND

SHOE LACES

Manufactured By

BILTMORE TEXTILE CO., INC.

Established in 1920

83-85 Randall St. Providence, R. I.

Orchard Yarns and Threads

"Satisfaction in every stitch"

JOS. BLUMENTHAL COMPANY

353 Fifth Avenue New York City

Stamped Goods

CHEERYHOME

37 West 20th St. New York

Phone Watkins 9-1094

BRIDGE PRIZE APRONS

Fancy Organdy Trim Numbers In Gingham and Percale to Retail 23c and 29c.

LEDERER MFG. CO. DETROIT MICH.

ROYAL SOCIETY

PACKAGE OUTFITS

EMBROIDERY AND CROCHET MATERIALS

STAMPED GOODS

THE FRAMPTON CO.

13 EAST 22ND STREET • NEW YORK

Manufacturers and Packers of

NATIONAL HAIR NETS

AND HAIR PINS

National Hair Goods Co., Inc.

706-712 Sixth Ave. New York, N. Y.

Van Blankensteyn & Hennings

Established 1845

15-17 West 26th, New York

Specialists in stamped cutwork designs

Complete line of crochet and knitting needles. Imported Needlepoint Tapestries.

STERLING PIN CO.

"New Beauty" & Sterling Invisible Bobbed Hair Pins in Black, Brown, Gold and White. Also Silver and Gold Hair Pins in papers (invisible and regular).

LYLE & FAWLS, *Mfrs. Agents*

37 E. 28th St. New York

ALL TYPES AND SIZES OF

• NEEDLES •

FOR NOTIONS AND ART NEEDLEWORK

JOHN THORNTON & CO.

Established 1858

IMPORTERS & MANUFACTURERS

315 FOURTH AVENUE - NEW YORK

NEWS . . . .

NOTIONS NEED ADVERTISING

(Continued from page 18)

with Saturday advertising, it seems as though it might be an excellent time to run notion copy. The small cost on this day allows your department to run a larger sized advertisement, and you would be surprised how your ad will stand out, when it is practically the only one in the paper. But, the item featured *must* be sufficiently timely and novel that readers will remember it through the week-end and come down to buy on Monday."

Mr. Padgett reports that sales this year for the month of June are 30% over June of last year, in spite of the fact that there was a large sale in that month in 1934. He attributes a lot of this gain to the changed advertising policy. In fact every month this year has shown a gain, but May and June have been the highest, much more than could be accounted for merely by increased purchasing power of the general public.

In spite of the fact that Mr. Padgett moved a combination offer of storage chest and closet in his sale, he does not consider that the usual combination offer for a bargain is successful. In this case, the items were so closely related, that it was the exception. "Generally," says Mr. Padgett, "It is almost impossible to get a combination that will satisfy a sufficiently large number of customers to at all justify a price reduction, or even to sell them together at regular prices.

"Rather than try to combine two or three items together, I try to train the girls to do suggestive selling on their own initiative. This is an old trick with all notion departments, but it does get results. An experienced notion clerk knows just what related items may be needed with different articles in the department, and can often prove very helpful to the customer, as well as profitable to the store. We have three girls on smallwares, all of whom have been with us for some time, and they are given a lot of training in this particular line."

New Crochet Instruction Book

Joseph Blumenthal Company's Orchard Thread Division has published a booklet entitled "The Orchard Collection of Crochet and Knitting Designs."

This booklet is dedicated to fascinating and original crochet designs made with the Orchard products. It retails at 10 cents.

Clara McEachren Returns To Friedman's, Ltd.

Miss Clara McEachren has returned to A. J. Friedman, Ltd., Ottawa, Canada, as buyer and manager of notions, leather goods and neckwear. Some years ago Miss McEachren held the same post but left and since has been managing small stores.

New Shampoo Soap

Lechler Laboratories have introduced Curl-a-New shampoo soap which some stores are merchandising in notion departments and with very good success, according to reorders placed. The soap is brand new item, developed by Erwin F. Lechler, makers of hair pencils, ringlet curlers, etc. The preparation encourages waves in hair which has any tendency to curl. Stores sell soap in individual cakes or 3 in a box.

New Rainwear

New rain caps with butterfly sleeves are being made by the Plymouth Rubber Company, Canton, Mass. They are in colors of blue, brown, white, black and gray and retail for $1.50.

Their new assortment of household aprons in lace and floral designs with ascots, pockets and collars retail from $.25 to $.69.

Kotex Sanitary Belt Has New Packaging

Kotex Wonder Form Belt is now put up in a broader and flatter package than previously and in a new display box. Belt is plainly visible through Cellophane wrapping which reveals all its features—narrowness, adjustability to any size, and patented clasp which eliminates the need for pins. New packaging of the Kotex Belt follows new display arrangement of three types of Kotex.

Buttons of Catalin

The story "Buttons for the Cold Weather" which appeared on page 24 of our August issue, and which so interestingly described many new developments in buttons, should have explained that all the buttons mentioned are made of Catalin. Through a mistake credit to Catalin was unfortunately omitted from this story.

DON-A-CAP
PATENTED
FORM FITTING WAVE PROTECTOR
Announces
a new model

No. 800

DONA-MAID
tie-around
to sell for a quarter

"Give the public what it wants" . . . . is the sure-fire way to profits . . . . so here comes Dona-Maid . . . . a 25c seller to round out your marcel cap line . . . . companion to our No. 300 chin-tie model.

Feature the **Don-A-Cap** *line for customer-satisfaction*

No. 300-25c retailer
This is the world's most popular marcel cap. Correct tailoring assures both comfort and protection for artistic hair arrangements . . . . . WORTH FEATURING.

No. 200-50c retailer
For an added beauty treatment we offer a four-piece button model which supports the chin. This feature is preferred by many patrons . . . . . A READY SELLER.

No. 500-50c retailer
The sports turban appeals to the outdoor girl. Its chic appearance with the smart forehead bow combines utility with beauty. SUGGEST IT FOR GOLF, TENNIS, MOTORING, etc.

JOBBERS!
Dona-Maid will be introduced to over 2,000,000 Movie Magazine readers in October. Write for new price list and stock up.

DONA Manufacturing Co.
World's largest makers of marcel caps
SAN DIEGO, CALIFORNIA

XD 17/2

XD-2-449

THIS YEAR

MARBLETTE

IS RULING THE BUTTON TREND!

Think of it! A material unknown to the trade only five years ago, today the high-fashion best seller, the jewel-like, colorful base for *millions* of the finest buttons ever produced.

The story of Marblette's conquest of the button field is the story of scientific control . . . the story of a material that can be had in over three hundred different colors . . . in over three hundred standard shapes and sizes . . . in round, square, hexagonal and fluted rods and tubes that cut waste to a minimum. The story of a material that can be cut, turned, drilled, sawed, tumbled and polished at low cost. The story of a material that makes possible a million different style variations . . . a million combinations of color, shape and finish.

And behind this material stands the Marblette organization. A plant capacity that has grown from a few thousand pounds to over three and a half million pounds a year! A staff that knows how to help you effect savings, that promises short order deliveries and then makes good!

No wonder manufacturers and buyers specify and demand Real Marblette. Let us show you how you can utilize this jewel of materials; to cut costs, improve quality, increase sales. Write, wire or phone for information. Today!

913

THE MARBLETTE CORPORATION

37-21 Thirtieth Street • • Long Island City, N. Y.

Telephone IRonsides 6—8262-3-4-5

Western Office: Room 15121 Merchandise Mart, Chicago, Ill. • Phone Superior 7174

FOR REAL XMAS GIFT BUSINESS
FEATURE THE NEW

AL-LON SLIP-QUIK

PAT. PEND.
TR. MA. APP. FOR

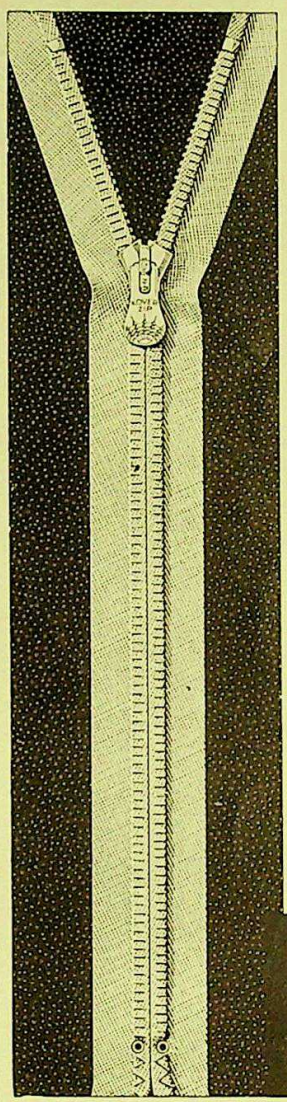
On Sale At

MACY'S
MARSHALL FIELD
WANAMAKER'S
B. ALTMAN
H. & S. POGUE CO.
BAMBERGER'S
L. S. AYRES & CO.
SCRUGGS, VANDERVOORT & BARNEY
EMERY, BIRD, THAYER
J. L. HUDSON
HUTZLER BROS. CO.
HALLE
JORDAN MARSH

And Other Leading Stores

AL-LON MANUFACTURING CO., Inc.
Baltimore, Maryland

MODERNIZE YOUR "ZIPPER" STOCK



MANUFACTURERS are switching to Kover-Zip, the *invisible* slide fastener. Women are discovering this improved fastener on their handbags, skirts, sweaters and coats. Once seen, it is greatly preferred because *no metal shows* on Kover-Zip; there are no "bared" teeth.

Retails at 30c in sizes 4″ to 9.″ It is Rustproof, washproof, and easy to sew on.

Kover-Zip has been endorsed by the leading fashion authorities and fashion magazines. You'll find it one of the fastest selling notion items in years.

KOH-I-NOOR Kover Zip
U.S. AND FOREIGN PATENTS

OTHER FAMOUS WALDES PRODUCTS

Koh-i-noor, Trusty and Twinity Snap Fasteners
Snap Fastener Tape — Hook and Eye Tape
Adjustable Skirt Belts — Bachelor Buttons
Rug Fasteners — Safety Pins

Write for our Catalogue and Price List

WALDES KOH-I-NOOR, Inc.

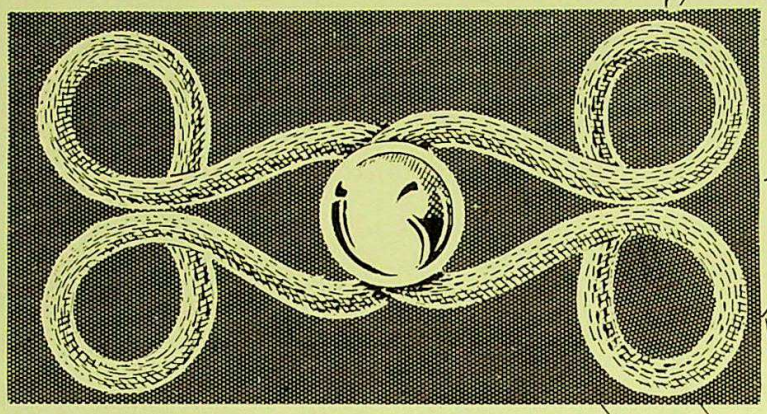
LONG ISLAND CITY, NEW YORK
World's Largest Manufacturers of Modern Fastening Devices

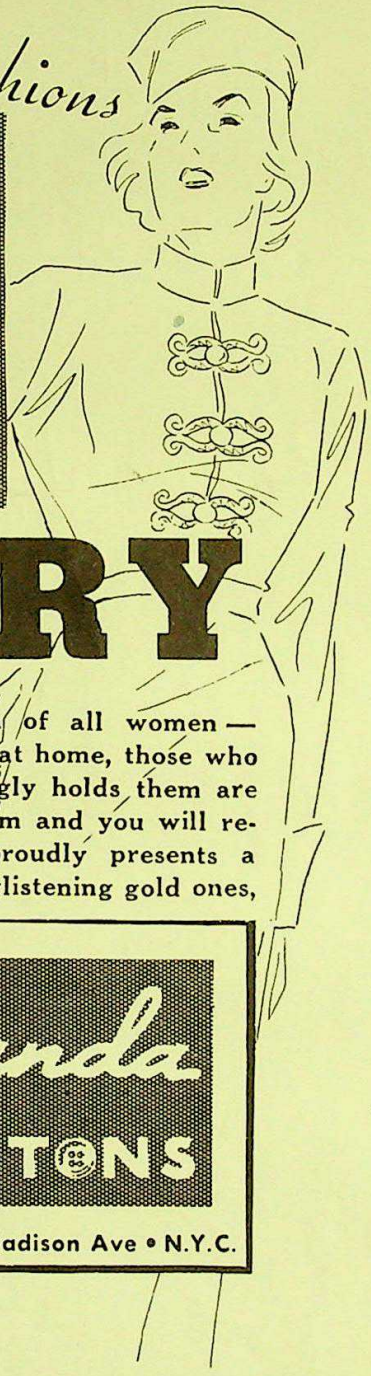
STOCKS MAINTAINED FOR YOUR CONVENIENCE IN THESE CITIES

CHICAGO
S. A. Weber, 1134 Merchandise Mart
LOS ANGELES
F. A. Gaylord, 916 Central Bldg.
ST. LOUIS
L. F. Wood, 505 North Seventh Street
SAN FRANCISCO
Henry Pabst, 682 Mission Street
PHILADELPHIA
Waldes, Koh-i-noor, Inc., Denckla Bldg.
SEATTLE
H. E. Rupert, Terminal Sales Bldg.

XD 2-414

METAL FROGS *make fashions*





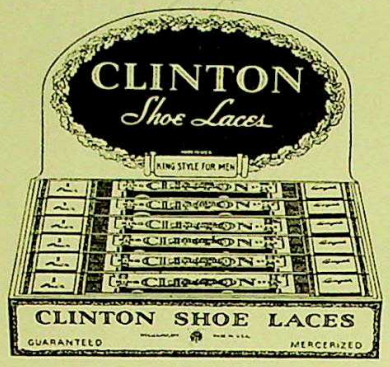
MILITARY

LA MODE MILITAIRE is commanding the attention of all women — those who wear ready-made clothes, those who sew at home, those who renovate. And what catches their eyes and fascinatingly holds them are the frogs—exciting, gleaming, metal frogs. Show them and you will recruit battalions of women to your store. Schwanda proudly presents a regiment of these metal frogs for your attention — glistening gold ones, dull silver ones, tricky mesh ones, big ones that almost reach clear across the chest, and little ones no bigger than a buckle. See them, order them, they're that important!

Schwanda for BUTTONS

B. Schwanda & Sons • 79 Madison Ave • N.Y.C.

THESE NAMES MAKE NOTION NEWS

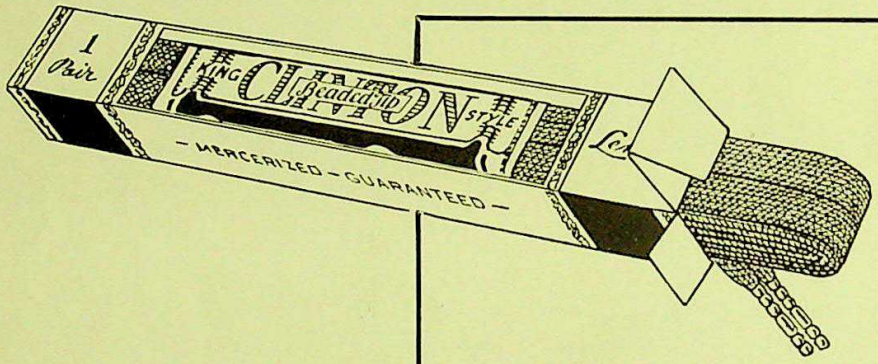


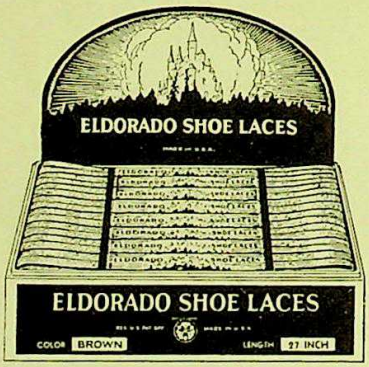
WHEREVER pins, safety pins, fasteners, hooks and eyes, and thimbles are sold, Clinton, Eldorado, and other Oakville trade-names are known. They stand for *quality*—and *turnover!* They're backed by Oakville's 80 years of packing, distributing, and merchandising. They stand for PROFIT!

TODAY the Oakville line includes SHOE LACES, product of United Lace and Braid Manufacturing Company. And already the trade acclaims this addition to the Oakville family because Oakville laces, of highest quality, fill a definite need in the notions field. Attractive packaging and display, harmonizing with other Oakville products, keep these laces moving off your shelves.

NOW YOU can get all 6 items of the Oakville line on *one order, one shipment, one invoice.* This means time and money saved, bookkeeping simplified . . . savings in transportation charges.

OAKVILLE'S POLICY of cooperation and fair profits for all applies to distribution of these laces as it does to distribution of other Oakville products. If you are not sharing in the success of this or other Oakville items, write today for detailed information.





CLINTON laces, individually boxed, retail at 10c a pair. Every pair is *fully guaranteed* by Oakville.

CLINTON King style (men's) extra close weave mercerized braid. Come in black, white, brown, and tan. Lengths—21″, 24″, 27″, 36″, and 40″. With beaded or velvet tips.

CLINTON Queen style (women's) are tassel-tipped, finely woven rayon in black, white, blue, and brown. Lengths—18″, 21″ and 24″.

Both King and Queen *Clinton* banded in individual boxes; one dozen boxes in a display carton.

ELDORADO King style (men's) high grade mercerized laces with velvet tips. Come in black, white, brown, and tan. Lengths—21″, 24″, 27″, 36″ and 40″.

ELDORADO Queen style (women's) are tassel-tipped quality rayon in black, white, blue, and brown. Lengths—18″, 21″ and 24″.

Both King and Queen *Eldorado* packed one pair banded, 2 dozen pairs in an attractive display carton.

OTHER BRANDS: WARRIOR, TREASURE, DEFENDER, AMERICAN. *WRITE FOR COMPLETE INFORMATION.*

OAKVILLE COMPANY

DIVISION SCOVILL MANUFACTURING COMPANY, WATERBURY, CONN.

PINS SAFETY PINS SNAP FASTENERS HOOKS & EYES THIMBLES AND SHOE LACES

NEW YORK CHICAGO SAN FRANCISCO

XD2-437

Silks and Satins... and Filigree Buttons
Elegance prevails. Fashion glows with the romance of other days. Fine fabrics, exquisite details, rich trimmings. These intricate, lovely filigree buttons add just the right, rich decorative note. Feature them in old gold. Feature them in dull silver. Feature the grand matching buckle. Feature them with your higher priced yard goods and you'll sell more of such yard goods and a surprisingly large number of these better buttons and buckles.
Schwanda for BUTTONS
B. Schwanda & Sons • 79 Madison Ave • N.Y.C.

ACT "NOW" to get the utmost out of the 1936 market for Notion Merchandise

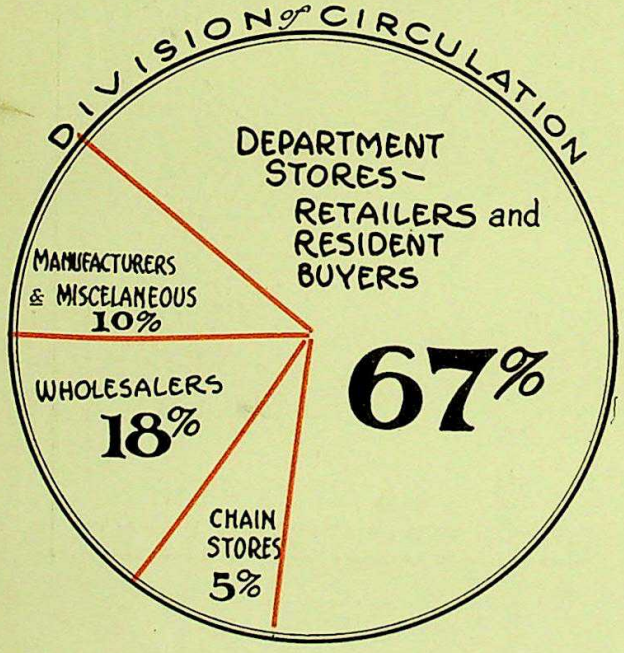
Buttons and Buckles—The trend is still toward large decorative buttons—color is paramount—Replacement on "new" as well as old garments; and new materials increasing the color range have helped to increase volume never before reached by the industry.

Closet Accessories—The women of America are becoming more closet conscious—closets in new homes are more spacious, more attractive, more accessible—"Building permits" for one family houses increased greatly during the past six months. During 1936 Department Stores will promote your merchandise thru closet shops, window displays, newspaper advertising.

Knitting Supplies—Thru schools and classes of instruction, and thru Fashion Shows and modern promotional methods, Department Stores are changing a knitting and crocheting fad into a custom—Newspapers and women's magazines are featuring style notes and instructive articles which will also increase the demand for yarn and accessories during 1936.

Hair Goods—Hair styles shown by internationally famous hair dressers at the 1936 Beauty Show predict a greater use of hair curlers, wavers, hair pins, nets and caps; more hair ornaments were shown than at any other time during the past ten years.

Shoe Findings—No notion counter is complete without a goodly assortment of shoe laces, polish, cleaner, cushions, trees, etc., etc. Shoe manufacturers are now showing 1936 shoe styles which indicate a greater use of white cleaner than ever before.



Sewing Accessories—Trend is definitely to needle arts—Sewing schools and classes are being organized in department stores, schools clubs, etc.—Piece Goods Departments are more intensively promoting "Dress Making"—All these factors indicate a larger market for Sewing Accessories during 1936.

Sanitary Goods and Dress Shields—Notion Departments have promoted these items in such a way that they account for a goodly percentage of the Department's volume. Staple merchandise where the manufacturer of a quality product can build through his accepted trade mark.

Elastic Products—Dress styles indicate a continuance of tight fitting dresses with which the two way stretch as well as other short length girdles and panties have been so popular with the younger set—located on the first floor, Notion Departments can do a good volume at this business thru display and promotion.

Moth Preventatives—The success of the sale of this merchandise depends largely on promotion—the Notion Department has gained a large share of this business because of the location of the department and the percentage of the store traffic—buyers are now promoting these items both in spring and fall.

Bathing Accessories—This merchandise is now being promoted more intensively than ever thru beach and bathing bars—Most stores are now soliciting business in two seasons rather than one.

This market of over $100,000,000 annually can be reached economically through one publication.

THE NOTION AND NOVELTY REVIEW

Established 1866

The only publication catering exclusively to Notion and Art Needlework buyers. Monthly it provides these buyers with the latest merchandising information, promotional features, suggestions for managing their departments, stock control, sources of new items, etc., etc.

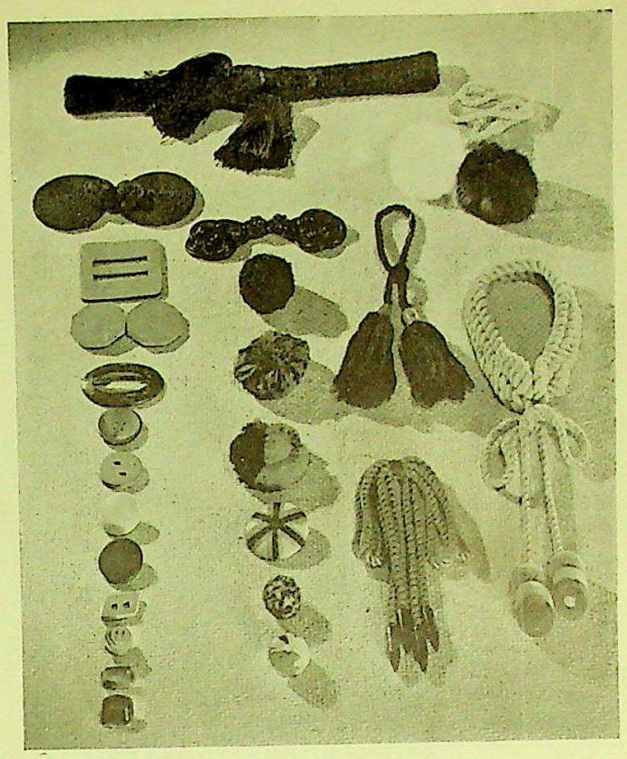
It gives you a guaranteed paid circulation with coverage of over 80% of the buying power of the industry.

THE NOTION AND NOVELTY REVIEW

1170 Broadway **New York**

XD 2/449

Old Dresses in New Trims



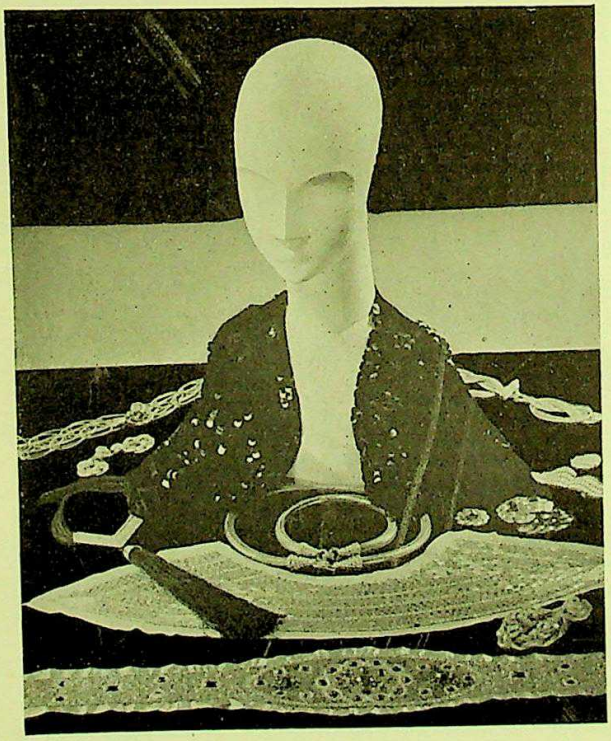
TRIMMINGS are getting their first big break in many moons, say buyers. One large store is doing such a land-office business that it will shortly be given more space. Not only the Paris couture is to be thanked but the current pattern books showing the wealth of trims sends the customers into the notion department, for buckles, clips, frogs, tassels, etc. Also the simple and plain fabrics now popular take trims nicely. Of course, in the case of rich brocades and lames a lean selection of trim must be expected.

When buyers are asked if they keep awake at nights worrying that perhaps women find just what they want on dresses upstairs they say that there are enough women making dresses or having them made. Besides many an old dress will step out with new trims. This explains some of the current activity.

One look at pattern departments convinces us that not everybody is knitting —plenty of women are buying yard goods, patterns, and trimmings. Are you getting your share of that business?

A button buyer said she shops ready to wear very intently and sees to it that the very smartest couture buttons are avaliable in her assortments. Several buyers cite their own experience with trimmings on their own ready to make dresses: they say they didn't like what came with the dress and substituted nicer and better clips, belts, buckles, buttons, etc.

After all, as one buyer said when most of the dresses are turned out to sell at a price the manufacturer cannot give the best suede belt, metal buckle or rhinestone clip, dresses up to $29 invariably have trimmings which fall down on the job and after all the woman paying that price and under is most concerned with its fitting quality, fabric and detail other than trims: she knows that trimming departments this season are bountiful with the finest and newest trims.



Any home sewer can make a frock with ornaments like these to choose from. Yokes, belts, necklaces, evening harnasses and unusual frogs and buttons will aid in giving professional finish for the amateur seamstress.

Taxation is Your Major Problem!

Evils of Tax System Based on Ease of Collection Rather Than Ability To Pay—United Front for Tax Reform Needed

TAXES FOR REVENUE ONLY

By Grover Whalen*

Trade believes that taxation should be levied for the sole purpose of raising revenue and that the basis of taxation should be "ability to pay" rather than ease of collection.

There can be no place in this country for punitive taxation. Nor can it be considered good business to levy taxes, of whatever nature, the ultimate effect of which would be to destroy the very businesses whence they come.

Trade believes it has the right to demand an overhauling of our tax system.

Twenty cents out of every dollar of earned income in the United States is returned in taxes to the 182,660 units of government in the nation. In critical times that present enormous relief problems may be met by local, State and Federal agencies, resort may properly be had to plans of taxation of a strictly temporary nature, to terminate with the ending the crisis itself.

Business already has improved to such an extent that government is justified in beginning to concern itself rather with the longer and larger problems of fiscal policy. It is high time that our tax system, if it can be called a system, was overhauled from top to bottom. We have overlapping taxes, duplicating taxes upon taxes. Excessive costs have been imposed upon business in complying with the multiplicity of Federal, State and local tax laws; one estimate is that the mere preparation of tax returns and the final determination of tax liability is costing the taxpayers as much as $1,000,000,000 a year, in addition to the $9,000,000,000 paid in taxes.

** From a talk at a luncheon given Mr. Whalen by business and civic organizations in New York, October 15.*

■ The Joneses are much more fortunate than the average American family. John has a steady white collar job, salary $3,600 a year. The Joneses belong to the upper-crust 1,700,000 who have incomes large enough to be taxable. Their federal income tax is small, to be sure, since by deducting the 10 per cent earned income credit ($360), the $2,500 married-couple exemption and $400 additional exemption for their one child—little Oscar—only $340 of John's income remains to be taxed, at 4 per cent. The Joneses pay a federal income tax of $13.60.

It is not much, but that $13.60 paid on March 15 is about the most painful outlay in the whole year. John and Mary see their hard-earned money slip through their fingers into the yawning coffers of the federal government. They have a personal interest in insisting that their government spend that $13.60 prudently.

■ Having listed the outstanding visible tax in the Jones budget, let us itemize a few hidden federal taxes, ignoring entirely, for purposes of simplification, State and local taxes.

The Joneses have a small car. It cost about $600. Every few years they trade in their old car and get a new one. The cost of depreciation and replacement runs about $120 a year. The federal tax on automobiles is 3 per cent. So we'll average out the tax item at 3 per cent of $120—$3.60.

They drive the car about 10,000 miles a year, get fifteen miles to the gallon of gas, pay a federal tax of 1 cent on each of the 666 gallons—$6.66.

The car uses an average of one quart of lubricating oil every 100 miles. So they buy 100 quarts, taxed at 1 cent a quart—$1.

The car wears out three tires a year, so they pay a tax of 2½ cents a pound on three twenty-pound tires and 4 cents a pound on three-pound inner tubes—$1.71.

Mary is old-fashioned. She doesn't smoke. Oscar is young and hasn't acquired the habit yet. John doesn't smoke a pipe or cigars. He doesn't chew natural leaf nor dip snuff. Hence he escapes a lot of federal taxes. But John is an average cigaret smoker, using a pack a day, 365 days a year, taxed at 6 cents a pack—$21.90.

John uses at least twenty matches a day lighting his cigarets. He should be glad he's not a pipe smoker. But at that, John with his cigarets and Mary with her cooking strike about 12,000 matches a year, taxed at 2 cents per 1,000—24 cents.

The Joneses are temperate folks. Being of the pro-

(Continued on page 30)

The story on this page is taken from an editorial appearing in the New York World-Telegram.

FACING HIGHER TAXES

By P. A. O'Connell*

The matter of taxation presents an immediate problem to every retail distributor and all other large employers of labor. It is going to take the most expert planning to meet all the various taxes that are being imposed, without raising prices to a point that will throttle consumption. Take, for example, the new social security taxes that will start the first of the new year.

I have just made a calculation of the added cost that will be involved to 29 larger department stores in the City of Boston. In 1933, as indicated by the retail census, these 29 department stores employed approximately 13,000 people with an average payroll of approximately 14 million dollars. On the basis of a six per cent tax on this payroll, there will be added to the cost of these stores some $840,000. This works out to a cost of approximately $65 per year for each employee. I found further that the contribution which the employees in Boston will have to make for both the state unemployment insurance and federal old age benefits will amount to approximately $43 a year when the plan gets fully into operation in the year 1949. This means, therefore, that these same 13,000 employees will be contributing approximately $559,000 a year. In other words, the total tax on payrolls for these 29 representative stores in Boston will amount to $1,399,000 per year when the plan becomes fully effective. As a matter of fact, the total tax will be much greater than this when allowance is made for increasing payrolls that will accompany returning prosperity, and for the normal growth of the city's business.

. . . In view of the condition of our federal, state and municipal treasuries, the prospects point to further increasing rather than any lightening of our other taxes during the next few years.

** From a talk at the recent Boston Conference on Distribution, of which he was general chairman.*

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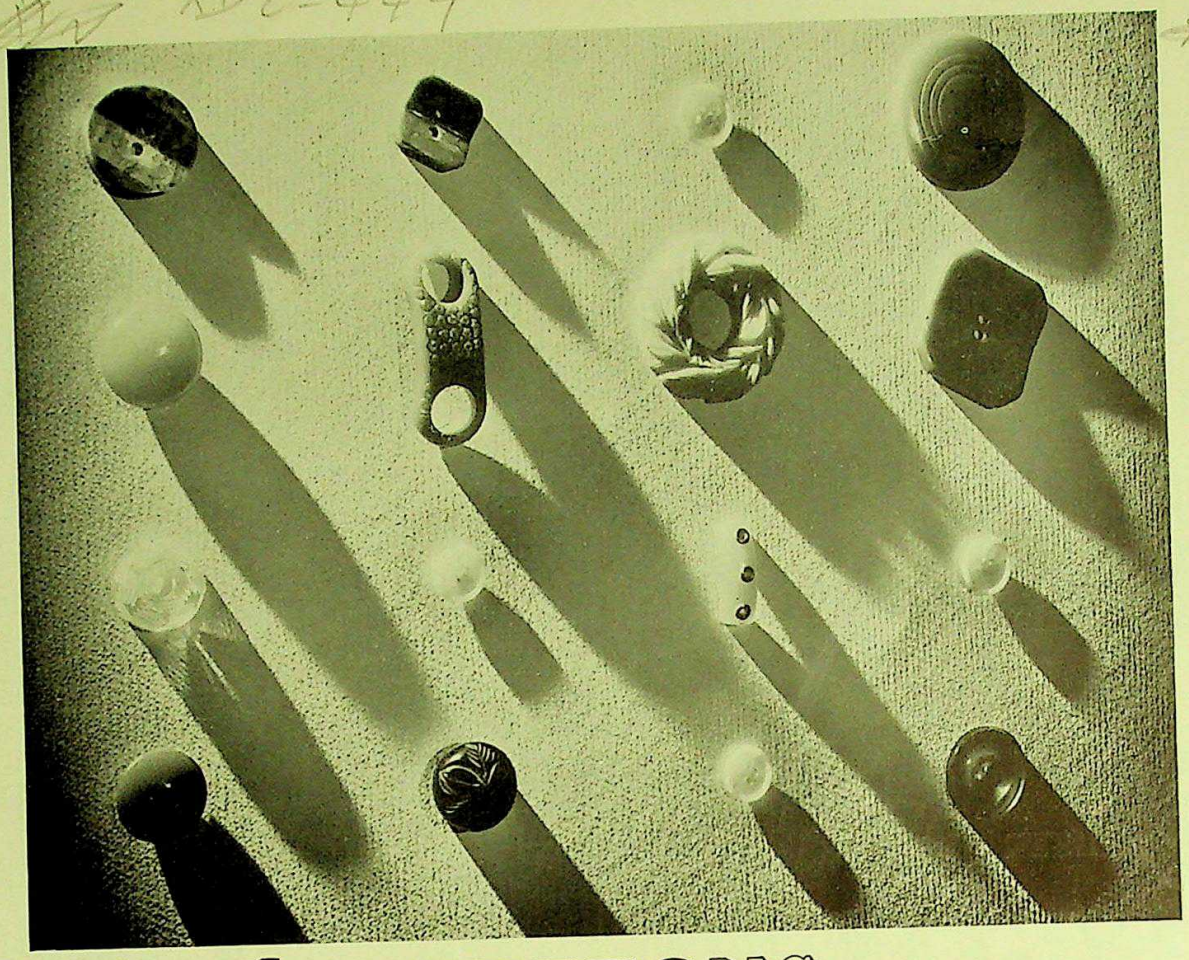


The Best-Selling BUTTONS *are of* REAL MARBLETTE

High fashion and *Real Marblette* walk hand in hand these days. Millions of consumers choose Marblette buttons because of their irresistible attractiveness, their beautiful shapes and styled-to-the-moment colors. The most astute producers of buttons and buckles use Marblette because this easily machined and polished material permits them to meet their trade's demands at the right prices.

RETURN TO DESIGN DIV.

No wonder more and more manufacturers have turned to this superior cast resin! No wonder our sales are mounting higher than ever before!

May we show you the new Marblette spring and summer colors, available in literally hundreds of shapes and sizes. Write, wire or phone . . .

THE MARBLETTE CORPORATION

37-21 Thirtieth Street • Long Island City, N. Y.

Telephone IRonsides 6—8262-3-4-5

Western Office: Room 15121 Merchandise Mart, Chicago, Ill. • Phone Superior 7174

OUR NEW HOME

246-256 West 39th St.

ON AND AFTER DECEMBER 1st

✚

- LARGER QUARTERS
- BETTER FACILITIES
- IMPROVED SERVICE

RETURN TO DESIGN DIV.

✚

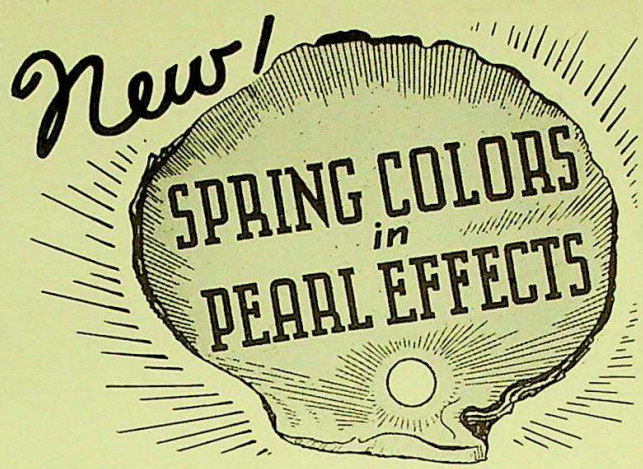
HARLEM-ADLER & CO., Inc.

Manufacturers & Importers of

BUTTONS - BUCKLES NOVELTIES

✚

"A Garment is no better than its Buttons"



This Spring, offer your customers something new—beautiful—really different, in buttons, buckles, and slides.

Order these items made of AMEROID pearl effects in bright, gay, striking Spring colors. This new development has captured all the alluring depths and highlight shadings of pearl. Specify AMEROID pearl effect when ordering. The cost is surprisingly low. Write NOW for sample card showing colors.

AMERICAN PLASTICS CORPORATION

50 Union Square, New York

Ameroid

Plastic Material of Lasting Beauty

No Better Thread is made than

HALL'S

—and no thread is more highly regarded by discriminating seamstresses for its smooth, uniform twist, its strength, its freedom from knotting and kinking.

Merchants who sell Hall's threads regularly have learned how emphatically their customers demand them.

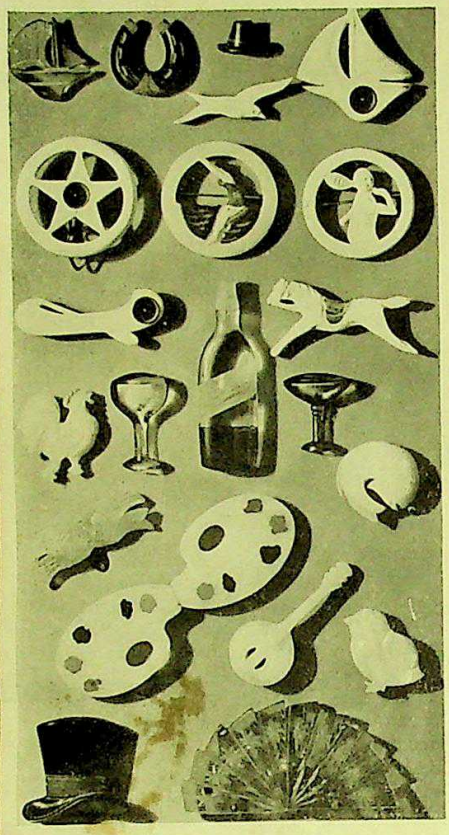
THE GARDINER HALL JR. CO.

29 West 36th Street New York

Mills: South Willington, Conn. *Established 1860*

What's New in Notions . . .

XD2 435



Courtesy of Frampton Company

New Link Bandeau

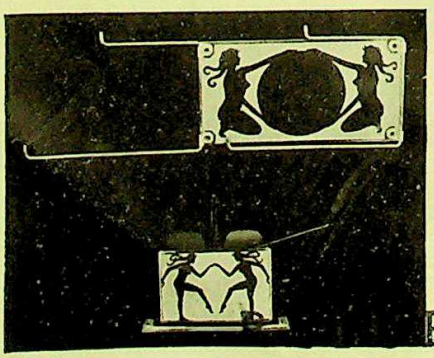
A new plastic chain or link bandeau is the product of Ben-Hur, New York. Links interlock each other so that there is no fastening and makes bandeau practically unbreakable. Retails for 10 cents, comes in all colors.

New Esquire Tie Rack And Brush Set

Esquire tie rack and brush set are two new additions to the Evercraft line of modern gifts of the Everedy Company, Frederick, Md.

Evercraft process of etching chromium is used in decorating these pieces.

Brush set is equipped with two military brushes of fine quality and a comb. Retails for about $4.50.



Cocktail Glasses for Buttons

The newest novelty buttons, buckles and clips for resort, and subsequently spring and summer sportswear receive influence from a variety of subjects this year. Sports and even the aquarium and barn yard lend characters to this new Blumenthal line.

All of the fastenings shown are made of Catalin—some opaque and others transparent. Above, from left to right, we have Yacht and Horseshoe buttons. Above an Eagle button, and to the left of a Yacht clip with compass, is a Tyrolean hat button. Below is a clip of nautical design with compass center. Swimmer and Tennis girls are pins, as are Canoe with compass, Horse and Rooster.

These Cocktail Glasses and Bottle buttons of transparent Catalin would add a realistic touch to any cocktail dress. Bottle and two different-shaped glasses all come in two sizes. Also in transparent Catalin is the Twin Fish clip—same design in button and buckle—and handsome Fan buckle—also made in clip. We have a Fish and a sprightly Chick as buttons, a High Hat as a button, buckle or clip, a Banjo of any color as a pin, and last but not least, an Artist's Palette, with its many colorful daubs, as a buckle.

New Sanitary Garment

Sanitary "Briefette" is a new three-in-one convenience. It's a sanitary pantie with tabs to which a napkin can be attached, thus eliminating the necessity for a step-in and a sanitary belt. Comes in small, medium and large sizes and is made in two materials, glove silk, to retail for about fifty cents; and, rayon, to retail for about thirty-nine cents. Made by Nichols Mfg. Co., New York office, Room 624, 350 Broadway.

Wolfe & Lang Announce New Spring Line

Wolfe & Lang, Inc., 35 West 32nd Street, New York, have just completed and are now showing a new spring line of two-way stretch, bone and soft Lastex garments. Girdles as well as as combination garments are included.

A new "Fortuna" garment is being completed and will be shown after January 1st.

Chromium Finished Silent Valet

This all-in-one modern coat and trouser stand holds, in orderly array, coat, vest, trousers, neckties, shirt, underwear, socks, and shoes. It's smartly finished in non-tarnishable chromium on brass. 48¾ inches high and 16 inches wide with a base of 15 inches. Made by D. J. Rosenwald, New York.

"Knotless" and "Nolastik" Water Wave Nets

"Knotless" and "Nolastik" are two new water wave nets manufactured by the American Hair Net Works of 20 West 37th Street, New York.

Shown at the left is the "Knotless." On this net the knots, which formerly have caused discomfort at the temples, are eliminated at the sides.

At the right is the "Nolastik." The latter not only eliminates knots but also elastic across the forehead which formerly marked the wearer, a stronger mesh being substituted.

Courtesy D. J. Rosenwald.

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NOTION and NOVELTY REVIEW

XD2
449

April, 1936

Pearls
Buttons, Buckles and Clips in a fanciful, fascinating array of new, smart shapes and designs . . . our best collection in a dozen years. Before choosing your PEARLS for the new season, just remember
YOU CAN PLACE CONFIDENCE IN THE SALABILITY OF BLUMENTHAL OFFERINGS
B. BLUMENTHAL & CO., INC.
1410 BROADWAY (Near 39th St.) NEW YORK
Manufacturers and Importers of Buttons and Buckles
NEW YORK
PARIS
CHICAGO
BOSTON

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APR 15 1936
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THE HAIRE PUBLISHING COMPANY

STA-RITE

is proud to present the new

GOLD MEDALLION LINE

OF BOB PINS

There's an air of refinement about the new Gold Medallion Line that gets away from the "grocery store" look in your notion department. Designed to appeal to women who appreciate fine things, these new packings are as attractive on your customer's dressing table after she takes them home as they are on your counter when she buys them. The gold medallion is truly indicative of their fine quality throughout—no better bob pins are produced than those contained in this new line. Display all three numbers, let your customers make their choice.

THE STA-RITE HAIR PIN CO. • Shelbyville, Illinois

Double Dipped Style

Made from flat tempered steel, double coated to insure a smooth, long wearing finish. Keep their tight snap after days of service. 1⅞" long, in either curved or straight shape. Card of 36 pins retails for 10¢ Black, brown, blonde or gray colors.

Ask for No. 60 (new)

BLEND-RITE

Dultex Coiffure Pins

Women who want the finest prefer these dull finished pins that do not outshine the sheen of the hair. Card of 24 retails for 10¢. Black, brown, blonde or gray colors.

No. 285 (new)—Size 1⅞" curved
No. 286 (new)—Size 1½" curved
No. 287 (new)—Size 1⅞" straight
No. 288 (new)—Size 1½" straight

Half Round Style

Made from half round steel with a double dipped finish. Neater and less conspicuous in the hair. Card of 36 sells for 10¢. Black, brown, blonde or gray colors.

No. 99 (new)—Size 1⅞" slightly curved
No. 95 (new)—Size 1½" slightly curved

STA-RITE
36 · DOUBLE DIPPED BOB PINS · 36
SNUG FITTING · LASTING FINISH
STA-RITE
BLEND-RITE DULTEX COIFFURE PINS
SNUG FITTING · LASTING FINISH
STA-RITE
36 · HALF-ROUND BOB PINS · 36
SNUG FITTING · LASTING FINISH

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XD 19/2 XD2-446

Fashion's Newest

FASHION'S NEWEST NOVELTY BUTTONS

For the sleek prints of Spring and Summer, here's a contrasty dull ball button that looks as if had been modelled from clay. It comes in a half-dozen clayish colors, very smart! In two good sizes. With a big, round buckle to match. All of which is — a clever Schwanda idea and a good one for you to make capital of.

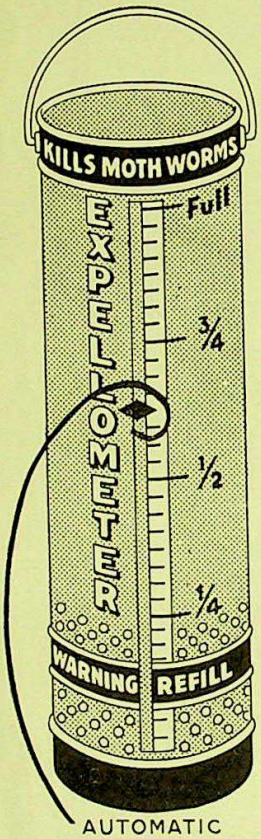
Schwanda for BUTTONS

B. Schwanda & Sons • 79 Madison Ave. • N. Y. C.

INTRODUCING

the EXPELLOMETER

The newest, most efficient moth exterminator on the market.



AUTOMATIC MOVING DIAL WARNS YOU OF MOTH DANGER

Promote It! Profit by It!

Something new to tell and sell to housewives harried by the danger of moth damage. It's effective. Inexpensive. Dramatic!

The Expellometer is a scientific dispenser for closets affording continuous protection from moths. Nationally advertised. Ask about our merchandising plan.

The Expellometer is packed in a carton complete with filler, a can of Expello No. 4, large size crystals. For full details, see Expello representative or write to the Expello Corporation, Dover, N. H., makers of the famous

Expello

No. 1, for closets, to retail at $1.00; **No. 2,** for drawers, chests, etc. to retail at $1.00; **No. 4,** for vacuum cleaners (small crystals) and refills for Expellometer (large crystals) to retail at 75¢; **No. 5,** for garment bags, to retail at 25¢.

Exclusive Distribution Wanted in YOUR Territory

Rug Wrap

Exclusive features 2 sizes. Dealer sales helps.

Wardrobe Closets and CHESTS

New Combination Sale both for 60c (f.o.b. N. Y.)

Handee Clothes Closet

45c (f.o.b. N.Y.)

Freight Allowed on Following Items

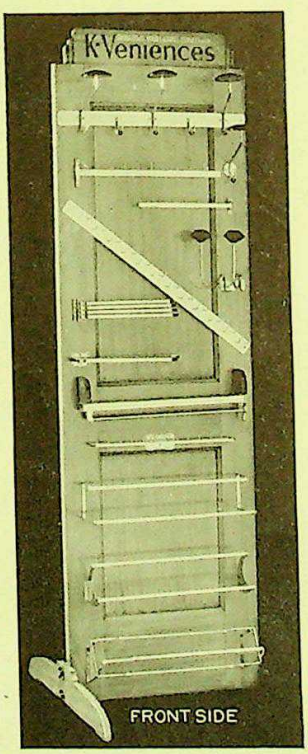
Safety Four Door Closet, $.95
Safety Storage Chest, $.48
Safety "Giant" Chest, $.63½
Utility Storage Closet, $.70
Utility Storage Chest, $.35
Toy-Town Chest, $.40
Handee Hamper, $.22½
Safety Rug Warps #1, $5.00 doz.
Safety Rug Warps #0, $10.50 doz.

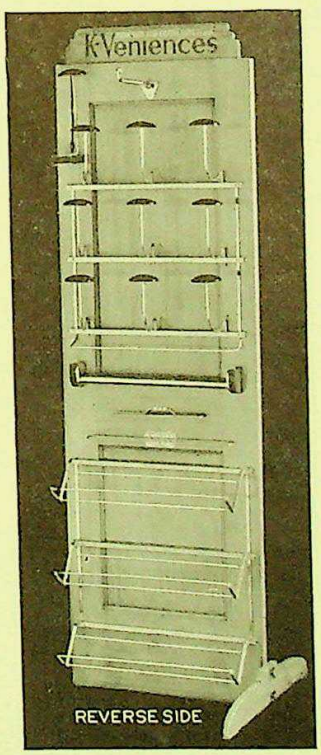
Venetian Blinds your cost 70c complete for sizes up to 30". Made of 100 pt. Jute Board in Ivory and Cream.

Safety Cedar Products Co.

Subsidiary to Storage Chests & Closets Corp.

1265 Broadway New York, N. Y.





***For* QUICK PROFITABLE SALES *of* K-VENIENCES**

This full size closet door on which is displayed a sample of each of the twenty K-Venience clothes closet fixtures, just as they are used in the home, virtually constitutes a self contained closet shop. It displays Clothing Carriers, Shoe Racks, Extension Closet Rods, Hat Holders, Trouser Hangers, Tie Racks, Garment Brackets and Special Fixtures: occupies a very little space and can be relied upon to produce volume sales with quick turnover. Write for details and prices at once.

KNAPE & VOGT MFG. CO — Grand Rapids, Michigan

XD 2-4333

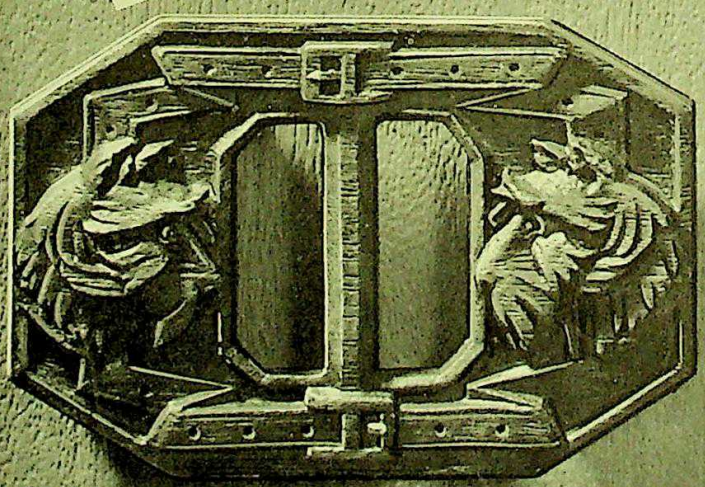
Something New

BURWOOD

BUTTONS-BROOCHES-SLIDES

SEE THE NEW DESIGNS

Original, striking designs alive with style, including some unusual Chinese motifs, are now ready for the trade — all newly created by gifted artists who know how to interpret the newest vogue. You'll be impressed with their richness of carved detail and beauty of finish. Each design available in all popular sizes, with large selection to choose from. Ask to see this NEW line of Burwood Buttons, Brooches, and Slides.



—AND SMART BEYOND WORDS!

There is no use in trying to describe the new smartness of Burwood Buttons, Brooches, and Slides — even the illustrations fail to bring out the fine detail of these true reproductions of the wood-carver's art. You must see the line itself — then you'll understand why these stylish Burwood accessories are so much in demand. Production facilities have had to be more than tripled as a result of the increasing popularity of this newest sensation in the button field. It's a line you can't afford to overlook. Ask your wholesaler to show you the new designs, or write direct for samples.

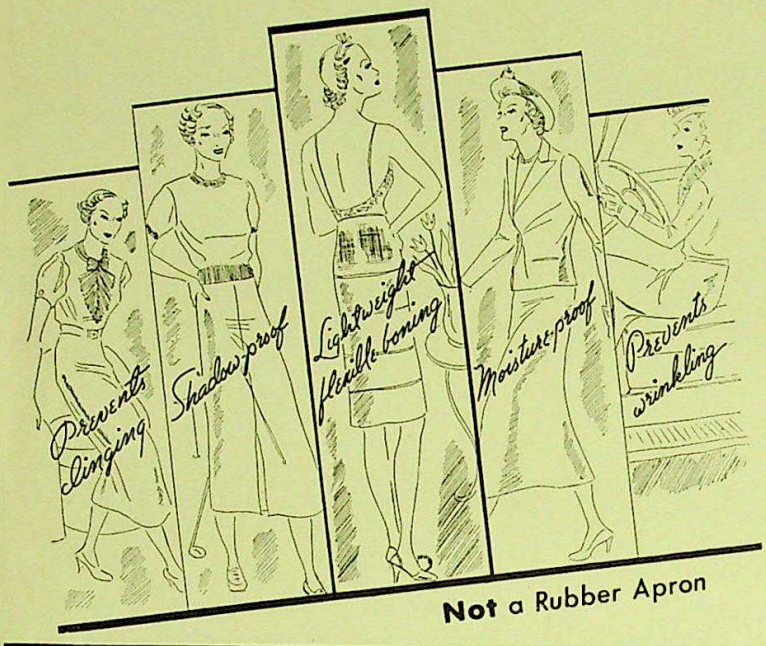
Special Designs to Order from Our Custom Moulding Department

BURWOOD PRODUCTS COMPANY
Traverse City, Michigan

Creations and Reproductions of the Finest of the Wood-Carver's Art.

Sell a **STEADY** *Market with the exclusive* **"MODESTY PANEL"** •

(patented)



MODESTY PANEL is shadow-proof and moisture-proof. Its lightweight, flexible boning prevents clinging, prevents wrinkling and that stick y summer feeling.

That's why thousands of satisfied customers return again and again—and send their friends, too.

Launders easily and quickly—and so reasonably priced no woman can afford to be without several.

POPLIN: White or Peach

No. 2001 (medium size) **$7.20** per doz.
No. 2002 (large size) **$9.00** per doz.

FAILLE TAFFETA: White, Peach, Lavender, Green or Maize

No. 2003 (medium size) **$12.00** per doz.
No. 2004 (large size) **$15.00** per doz.

Individually sealed in modern cellophane packing.

MANUFACTURED EXCLUSIVELY BY

Glida MODESTY PANEL

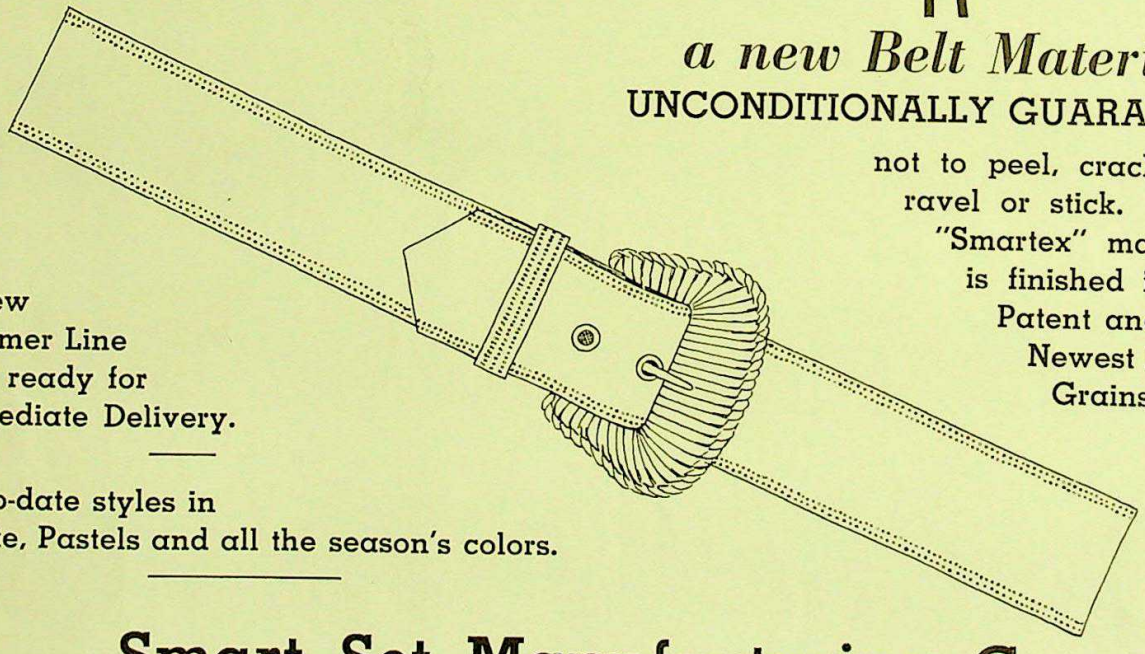
GLIDA CORPORATION OF AMERICA
20 West 22nd Street, New York, N. Y.

Women's Belts made of SMARTEX TRADE MARK

a new Belt Material

UNCONDITIONALLY GUARANTEED

not to peel, crack, ravel or stick.
"Smartex" material is finished in Patent and the Newest Leather Grains.



A new Summer Line now ready for Immediate Delivery.

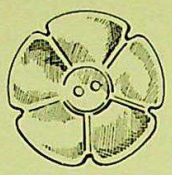
Up-to-date styles in White, Pastels and all the season's colors.

Smart Set Manufacturing Co.

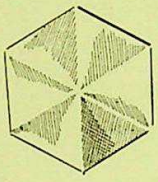
5-7 EAST 16th ST. NEW YORK CITY

OCEAN PEARL BUTTONS *Gladden All Outdoor Fashions*

~~XD 17/2~~ XD 2/449

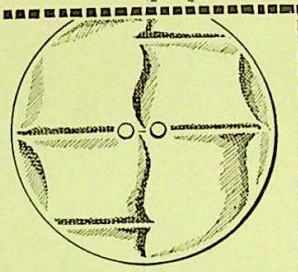


DRESSES. The bright, right trim for all those cotton, silk and rayon frocks you'll be seeing everywhere... Ocean Pearl Buttons.

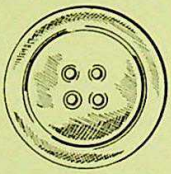


BLOUSES & SKIRTS. Modish Ocean Pearl Buttons set off the smart blouses and shirtwaists. Plenty of Pearls on skirts too.

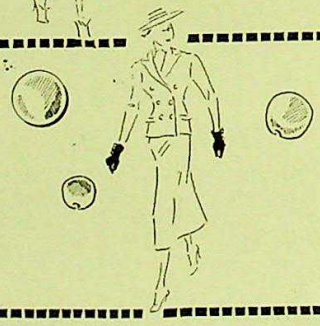
RETURN TO DESIGN DIV.



COATS. For those triumphant white and lightweight coats, fashion's first choice is huge gleaming Ocean Pearl Buttons.



SUITS. You'll see those trim little linen and cotton suits trimmed in any number of ways, always with Ocean Pearls.



GLOVES. The hand well gloved for summer reveals dainty white Ocean Pearl Buttons against the darker colors.

SCHWANDA for Ocean Pearl Buttons—always has been—always will be. Every conceivable style, shape, size — over 300 patterns. Ocean Pearl Buckles, slides and clips too. See this important collection now.

PRYM'S ARISTOCRAT

24 Count

Half-round Wire

5c Seller

Worth Ten Cents

Colors: Black, Bronze, Blonde, Grey

. . . they are all saying it . . .

AMERICA'S MOST BEAUTIFUL 5 cent line!

There are Bobbed Hairpins of lower price, longer count, flashily carded and built down to their cheapness. PRYM'S ARISTOCRAT Bobbed Hair Pins, of half-round spring wire, rightly turned, properly finished, with patented locking feature, are built UP to the heights of the high PRYM quality standards. You will build lastingly with PRYM values.

Protected Profits — *Priced for* ORDERLY WHOLESALE DISTRIBUTION — *Guaranteed Turnover*

WILLIAM PRYM
OF AMERICA, INC.

Long Island City
47-28 - 37th St.
New York

223 W. Jackson Blvd.
Chicago
Ill.

Quality Notions

"FLEUR-DE-LYS" G P C "PE-AN-EL"

TRADE MARK
BRANDS

"Yours for Service"

POIRIER & LINDEMAN COMPANY

Established 1896

373 Fourth Ave.,
at 26th St., New York

31 Bedford St., Boston, Mass.

FOR GREATER PROFITS

PERFECT PROTECTION

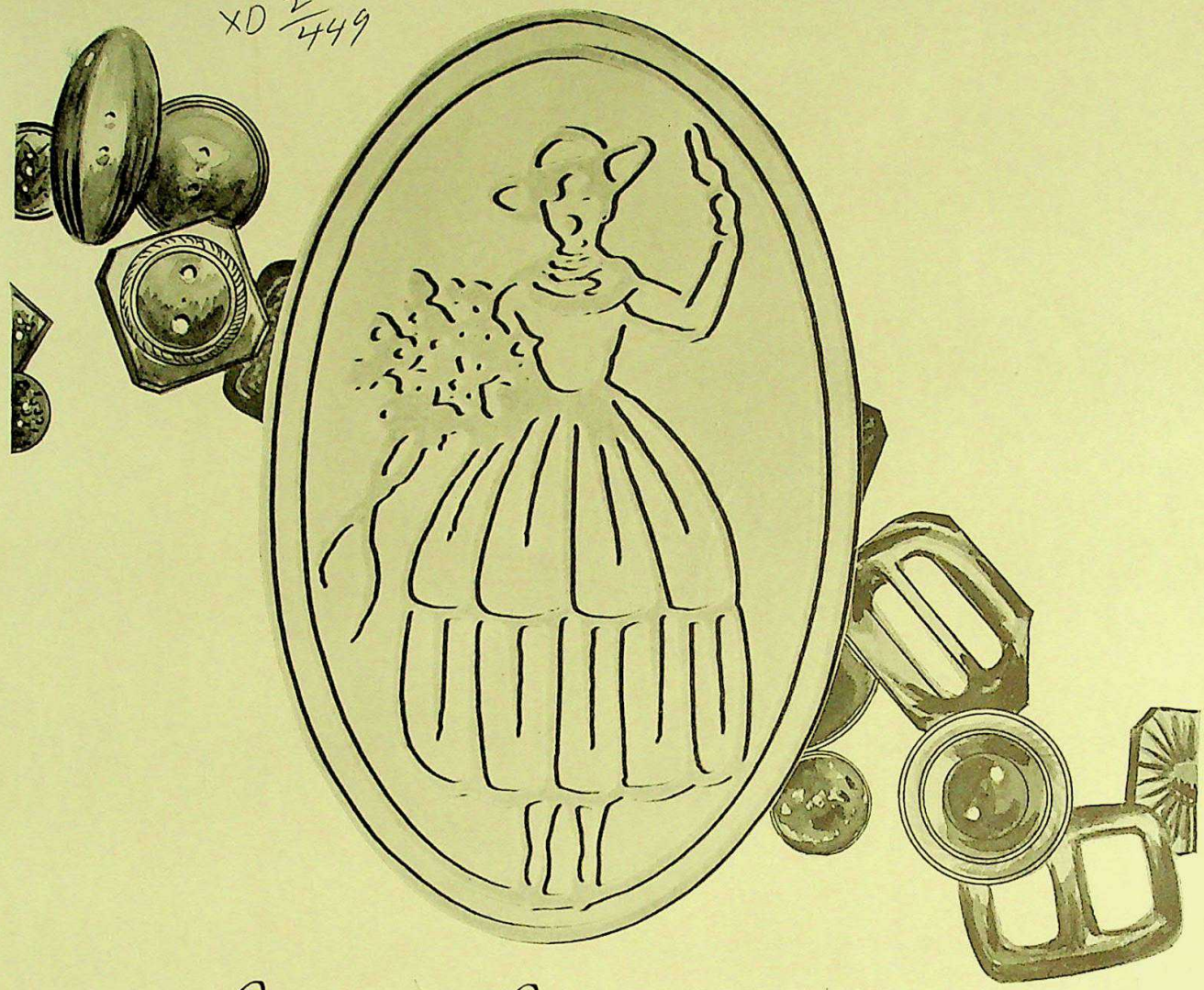
Not only does this product satisfy, but the service and system is geared to justify your utmost confidence . . . All Empire products meet the most exacting standards of excellence in fabric finish.

BATHING and UTILITY BAGS made of suede and other materials . . . SHOWER BATH CURTAINS, BABY PANTIES, RUBBER SHEETING and LADIES' SANITARY SPECIALTIES.

EMPIRE SHIELD COMPANY

588-590 Broadway, New York City

XD 2/449



This *Little Lady* is better prepared than ever to BOOST your BUTTON BUSINESS...

After months of intensive preparation the new Fall line is now ready. It includes every *type* of button and buckle, every color, every shape, every size likely to be wanted in any part of the country. It is a *big* line—designed to give wholesalers a volume business and *retailers* all the individual items for the most complete button department they've ever operated. It is a line made possible only by the resources, ingenuity and knowledge gained from "42 years in buttons." This new line is destined to make Lidz' "Crinoline Debutante" the country's best known "sign of good buttons."

LIDZ BROS

248 WEST 36th STREET NEW YORK, N. Y.

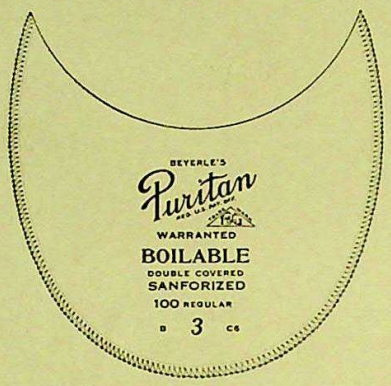
LOS ANGELES—821 Santee Street

CHICAGO—300 W. Adams Street

Puritan

DRESS SHIELDS

Sell Faster



For over 26 years Puritan Dress Shields have been making handsome profits and building better business for retailers. They are styled correctly made with quality material by skilled workers. Puritan Shields are guaranteed to the dealer and the user by the manufacturer.

Use your brand or our Brand. Printing does not change the quality of our shields.

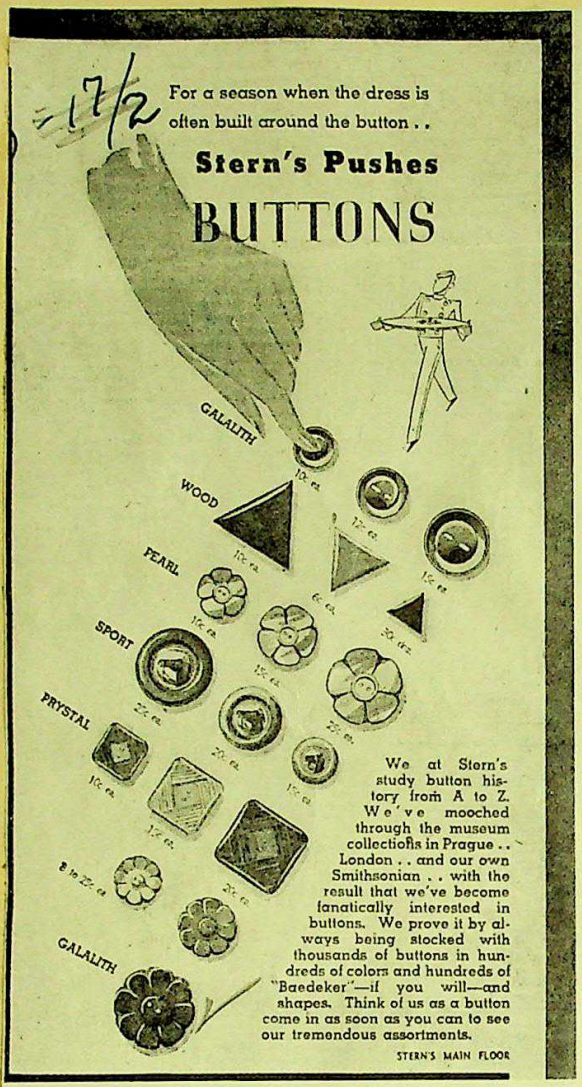
Puritan, the original and genuine Boilable Dress Shield with reinforced seams and absorbent cover. This shield is constructed with a specially processed inner lining and therefore is boilable, washable, and quick drying. Even the inner lining has absorbent qualities. The covering is Sanforized, preshrunk and all foreign matter removed from the nainsook. Sanforized cloth is stronger, more absorbent and just the proper weight for shield requirements. Not only is it quick drying but it does not stretch or shrink—it retains its shape and size.

Complete Line

- Puritan Dress Shields
- Puritan Lastex Girdles
- Puritan Brassieres
- Puritan Rubber Raincapes
- Puritan Sanitary Belts
- Puritan Faultless Belts
- Puritan Sanitary Step-ins
- Puritan Dress Linings
- Puritan Baby Pants
- Puritan Rubber Sheeting
- Puritan Bridge Table Covers
- Puritan Shower Caps and Hoods
- Puritan Rubberized House Aprons and Puritanprint Gum Aprons

BEYERLE MFG. CO.

385 FIFTH AVENUE **NEW YORK CITY**


For a season when the dress is often built around the button . .
Stern's Pushes
BUTTONS
GALALITH
WOOD
PEARL
SPORT
PRYSTAL
GALALITH
We at Stern's study button history from A to Z. We've mooched through the museum collections in Prague . . London . . and our own Smithsonian . . with the result that we've become fanatically interested in buttons. We prove it by always being stocked with thousands of buttons in hundreds of colors and hundreds of "Baedeker"—if you will—and shapes. Think of us as a button come in as soon as you can to see our tremendous assortments.
STERN'S MAIN FLOOR

The present importance and steadily increasing popularity of buttons is well illustrated in this recent advertisement of Stern Brothers.

to put winter things away. The business ought to keep up through July. Another thing found here this season is the trend toward the better closets. Customers are turning to the ones with good hinges and secure closings. They are tired of the cheap shaky closets, according to McCreery's.

The bathing section was opened last month and given a good spot near the 34th Street door. Miss Krauss expects bathing accessories to be better than last year. The early hot weather showed people interested in buying ahead for beach and resort openings. There will be a lot of replacement in bathing needs this summer. People who made old things do last year are ready to buy the new and smarter items. To make sure that everybody in the department knew everything there is to know about the new goods, a very careful style review with living models was held for the staff.

During the past few weeks the moth goods were tremendously important. Also such things as shields and bras with this personal convenience receiving steady buying by customers.

Macy's opened their beach shop early last month with a section on the fifth floor in the Macy-By-the-Sea shop and on the main floor. The collection of beach bags is noteworthy with one model attracting attention because of its size. This is underarm type in linen with fittings such as mirror and sun goggles. A number of pockets are provided for cigarettes, cosmetics and other small things with the interior exceptionally spacious.

Then the jumbo cloth bags with bamboo pole are new as are the large pocketbooks of crash and other bags of cordelle cloth in white and pastels. Sharkskin bags are offered with the suggestion that these may complement other accessories and apparel in this very popular texture.

The beach hats take a cue from the French millinery salon with adaptations of popular models from such houses as Alix and Rose Descat. Large floppy straw and linen hats, linen visors, straw cartwheels and coolie models indicate the importance of fashion in beach headwear.

Mae Gallus, notions buyer at Loeser's, Brooklyn, put over a Mother's Day promotion by making an attractive gift package of sewing cabinets into which were placed 70c worth of fittings, including tape measure, needles, thimbles, snaps, pins, etc. Miss Gallus said this is the first Mother's Day promotion for her department and it went over better than she had anticipated. In fact, not only did the department exhaust its new shipment but had to dig up some cabinets remaining from the holiday season.

The baskets were Cellophane wrapped, with bows and seals adding a decorative note. A table was placed near the greeting-card section where people bought cards for Mother's Day. Advertising also announced this notions' gift cabinet.

Such an idea can be worked at holiday time, we believe, and shows that when glamour is given to notions' merchandise it can fit into any event.

FOR MOTHER'S DAY!
FITTED PRISCILLA
Sewing Cabinets
$1.98
● All wood cabinet, finished in maple and walnut.
● 70c worth of fittings:—tape measure, needles, thimble, snaps, pins, darning egg and cotton. Separate tray for spools.
Mail your order or phone TR iangle 5-8100. Ask for "Order Board."
Fredrick Loeser & Co.
LOESER'S — NOTIONS — STREET FLOOR.

Mae Gallus of Loeser's prepared a Mother's Day gift of notions.

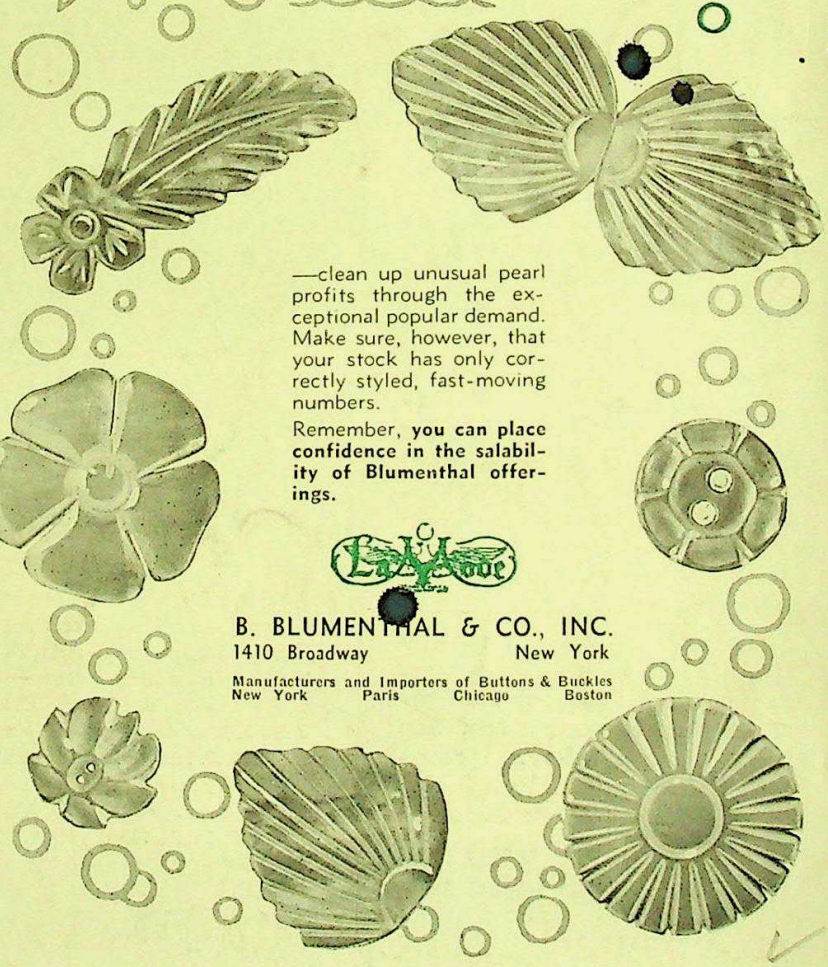
NOTION and NOVELTY REVIEW

July, 1936

D-17/2

DEPARTMENT OF COMMERCE
JUL
23
1936

Pearls are at their Crest!



—clean up unusual pearl profits through the exceptional popular demand. Make sure, however, that your stock has only correctly styled, fast-moving numbers.

Remember, **you can place confidence in the salability of Blumenthal offerings.**

LaMode

B. BLUMENTHAL & CO., INC.
1410 Broadway New York

Manufacturers and Importers of Buttons & Buckles
New York Paris Chicago Boston

THE HAIRE PUBLISHING COMPANY

STA-RITE

BOB PINS • HAIR PINS

Start New *National Advertising Campaign*

8 Magazines to Carry Amazing Action Story

Gold Medallion Line Sold to Millions of Women

Shown at right is the first advertisement in the new nation-wide publicity drive starting this month on the profitable Sta-Rite 10c Gold Medallion Line.

Millions of women will be influenced by this convincing series of dramatic presentations of outstanding movie stars in action and will demand Sta-Rites—the "hair dress pins for America's Action Women."

Women who go places—do things—are your customers. They will be looking for Sta-Rite pins in your store. See that your stocks are complete—especially of the Blend-Rite Dultex Coiffure Pins prominently featured.

STA-RITE HAIR PIN CO.
SHELBYVILLE, ILL.

STA-RITE Bob Pins STAY

through terrific

Action Test

HAIR-DRESS PINS
FOR AMERICA'S
Action Women

Paula Stone
Featured Player
"In Secret Service"
Warner Bros. Picture

Flying feet tap and swing, faster, faster, liquid rhythm—the tempo increases, the flashing finale—a breathless bow—and you have thrilled again to the incomparable Paula, youngest starlet of the "Stepping Stones."

You have seen, too, a sound reason for the amazing popularity of Sta-Rite hair dress pins, for only Sta-Rite could hold on through an action test like this. You may never step through such a lightning routine, but however you dance, whatever activity you enjoy, you can depend upon Sta-Rite Pins to keep your hair lovely to look at, positively in place.

You want to do things, have fun, live a life of action, fine—let yourself go—but remember, half your charm is the quiet, unruffled beauty of your hair dress. Fortunately, there is a type of Sta-Rite Pin for any style of hair dress. Shown here is the Blend-Rite, Dultex Coiffure Pin—a "textured" finish Bob Pin which blends right with your hair. All Sta-Rite Pins are displayed on this Gold Medallion card—look for it.

Make this Famous Sta-Rite "Tension-Tite" Test

Spread a Sta-Rite Bob Pin until the ends are open one and one-half inches. Let go the ends. See how they snap back in place—a perfect pin again. Every Sta-Rite Bob Pin is made of specially tempered steel. They're "tension-tite." That's why they *Sta-Rite* where you put them. • • STA-RITE HAIR PIN CO., Shelbyville, Ill.

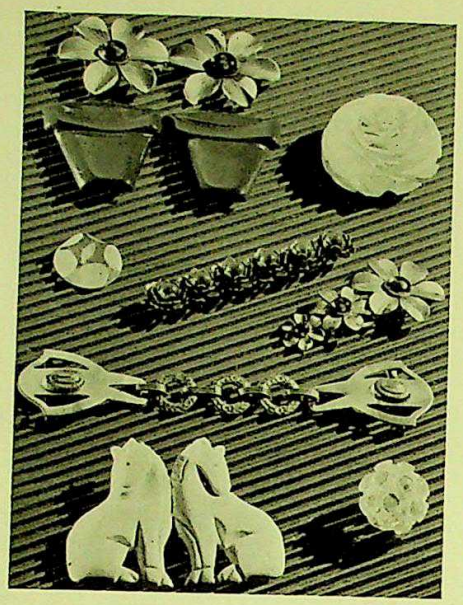
©1936

STA-RITE

Vol. XLI, No. 5. The Notion and Novelty Review, July, 1936. Entered as second-class matter at the Post Office at East Stroudsburg, Pa., under the act of March 3, 1879. Published once a month by the Haire Publishing Co., 34 N. Crystal St., East Stroudsburg, Pa. Executive and editorial offices, 1170 Broadway, New York, N. Y. Price $2.00 a year. Foreign $5.00 a year.

XD2
449

Fall Buttons Ready



Heidenreich

■ Buttons for this fall have taken on many new shapes and seem, without exception, to be matched to clips, slides, buckles, pins or brooches and, in some cases, hook and eye neck fastenings.

According to the manufacturers, all materials will share about equal popularity with possibly metals slightly in the lead. Catalin, wood, crystal, galalith, leather and even jet will all be in great demand.

Novelties in both wood and Catalin are numerous, as are large and rather elaborate buckles and dress fronts. Both promise to be very important this season and are found in many novel arrangements.

Harlem-Adler

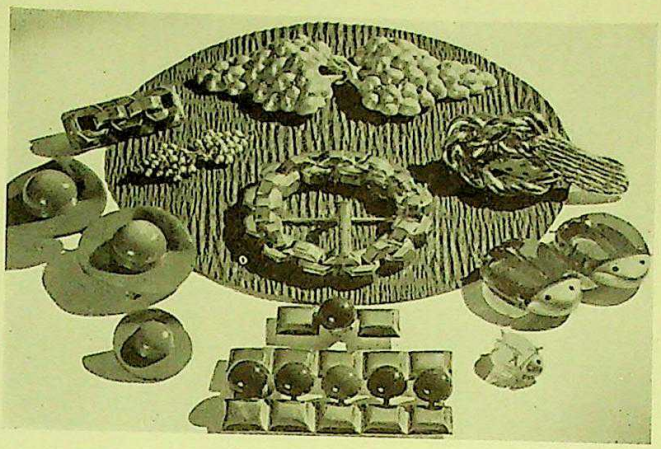
Plastics are "de rigeur" for fall at this house. Marcel Rochas is the inspiration for Cathedral windows made of carved Catalin and hand painted to give a stained glass effect. Plastics of simulated Raffia in a variety of sizes and colorings, in this house's opinion, will be most important.

Cleopatra's influence is revived in jeweled buttons, pins and clips. Also good are, jeweled filigree metals and baguette stones set in metal hooks and eyes.

Among the novelties are wash tub stoppers, chess characters, Tyrolean hats, boxing gloves, binoculars, electric light bulbs and whisk brooms—all in Catalin. Going to a bridge game one will be able to dress the part, at least in buttons, for this house is showing a novel button with two miniature cards for decoration. To wear with patent leather accessories are bows, stars and hearts of the same material.

At his house, the Texas Centennial is picturesquely recognized in Catalin in the form of stirrups, horses, saddles, cowboys, ten-gallon hats, guns and holsters, which should be of particular interest to the Lone Star State and its feminine guests.

B. Blumenthal



B. Schwanda

B. Blumenthal

An unusual collection of novelties is presented here. Buttons resembling wooden sign posts give such warnings as: "R R Crossing," "Danger," "Go Slow,'" "Curve." Lucky charms on metal buttons include an old shoe, camel krazy kat, elephant and camel. Buckles to match combine all of these. Chunks of anthracite make unusual buttons and are dyed in all colors. Dark wood novelty pins with colored Catalin tips represent hatchets, hammers and saws. A Catalin novelty is a pair of scissors set with rhinestones; galalith, bell-shaped wood buttons with tongs. A Schiaparelli Fairy Lantern is done in two-tone Catalin.

Also here are crystal with black and white lace effects, jets with metal trim, porcelain with metallic effects, two-tone leathers, two-tone wood in ball, square and octagonal shapes, metal with colored stones, and prystal with rhinestones and colored jewels.

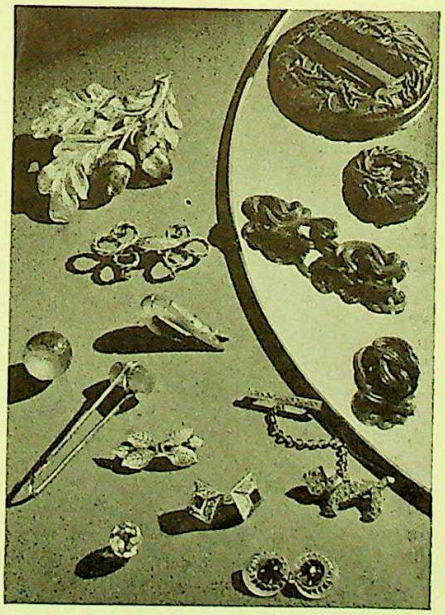
Something different in the way of a dress front is a dog's head, most actual size, in metal.

Singer-Cohen

Galoon designs tooled in leather, as used by Robert Piquet, make unusual belts and front pieces and are one of the importations of this house. Another import, a "bunch of grapes," used by Vionnet, is done in metal effects, plain and with small colored stones. Used in pairs for dress fasteners and buckle and singly for buttons.

A realistic touch is given metal in rope effect which shows the frayed end

Singer-Cohen



Congratulations to Thomas J. McShane

Among the congratulatory telegrams and letters received by Thomas J. McShane of Strauss Bros. & Co. and read by Patrick J. Kelly of the Narrow Fabric Co. at the McShane Testimonial Dinner at the Hotel Pennsylvania, May 26, 1936, were:

From Frank S. Cunningham, President of Butler Brothers, Chicago:

It would give me real joy to be able to attend the testimonial dinner to Thos. J. McShane, but it will be impossible for me to be in New York at that time.

All of us who know Tom McShane delight to do him honor. It would be a great satisfaction to me to be in the midst of others of his friends, to wish him God speed.

From W. W. Fischer of Butler Brothers, Chicago:

It is impossible for me to be present at the McShane Dinner. Inasmuch as I have been very closely associated with Mr. McShane for a number of years, I certainly will miss him both as a business associate and friend.

There is really nothing I can say to add to Mr. McShane's fine record and reputation that have not already been said. All that I really could add would be to wish him continued good health and happiness in his new undertaking.

From Clarence Dooley, Butler Brothers, St. Louis, Mo.:

Nothing that I may say or do can add to your accomplishments. The fact that Butler Brothers have become the greatest distributors of notions in the world largely through your untiring efforts and wise management of the Notion Division is the best testimonial. Butler Brothers sustains the loss of a great executive and each of us who have been closely associated with you will bear the loss of a wise counselor and true friend. I regret that I could not be at your testimonial dinner but want to express what I know to be the sentiment of hundreds of others. Mr. McShane, even though our business relations will be somewhat more distant, I wish for you and yours the very best that life can hold and shall always treasure your friendship.

From C. C. Fee, Butler Brothers, Dallas, Tex.:

It is with deep regret that I am prevented from being present at this great testimonial dinner to our good friend Mr. Tom McShane.

However, although I am not seated with you, yet I am in your midst, as far as the spirit of the occasion is concerned.

Mr. Tom McShane's whole business career has been a continuous application of the Golden Rule because he has believed in doing unto others as he would have them do unto him. He has endeared himself to all of those with whom he came in contact—the trade that he has served, his fellow workers, and the manufacturers from whom he has bought.

Mr. McShane, in this parting of our business connections, I am losing, not only a chief, under whom it has been a real pleasure to work, but also a great teacher. I hope that I shall be able to put in practice the knowledge that you have imparted to me, and to practice the principles that you so carefully taught all of your men.

I send you my heartfelt wishes for a long, happy career in New York, and if you will continue to count me as one of your friends, I will be very proud.

Our Candid Camera catches Thomas J. McShane receiving personal congratulations at his testimonial dinner.

From Mrs. Tom McShane:

I sincerely trust you are having a marvelous homecoming. Your happiness tonight is my greatest wish. Your loving wife, Nell.

From Milton Samek, Strauss Bros. & Co. (Sent from Decatur, Ill.):

Being impossible to be present in person with my fellow members of the Notion Round Table to give you a rousing welcome, assure you that I am there in spirit in wishing you success.

From George Duchaney, I. B. Kleinert Rubber Co., Detroit:

I suppose you have been overburdened with congratulations so I change the order slightly and send my felicitations to that grand firm Strauss Brothers & Co. in obtaining the services of so able a merchandiser as yourself. With kindest regards and good wishes.

From Harry E. Lang, Wolfe & Lang, Inc. (Sent from Oklahoma City, Okla.):

Please express my regrets to the guest of honor at not being with you all to help welcome him to New York but extend my best wishes to him and trust you all have a good time.

From Bill Twyeffort, Strauss Bros. & Co. (Sent from Chicago):

Regret cannot attend honor dinner so this must serve as my testimonial of friendship and best wishes. Kindly extend my personal regards to Mr. Quellmalz and Ernie Lockwood and to all of the Notion Round Table-ites.

From Harry Kleinert, Vice-President of I. B. Kleinert Rubber Co.:

Sorry I am unable to be with you tonight. New York is a great place to live and to work. May your success be even more successful in the big city.

From Philip Sheridan, Chicago (Sent from Louisville, Ky.):

May this evening be a memorable one in your life. Sorry I am not present to pay my homage with the rest of your friends. May your success with Strauss Bros. eclipse your past achievements. Regret to spoil the evening's pleasure by announcing Louis Keeley's death yesterday.

From Jesse H. Erstein, J. H. Erstein & Bro., New York (Sent from Chicago, Ill.):

Regret sincerely being unable to be present to personally wish you success and good health and all the good things you have coming to you in your new endeavor. Therefore heartiest congratulations.

From Jack MacGlashan, Pratt & Farmer Co. (Sent from Carrollton, Ky.):

All Kentucky colonels send affectionate good wishes to our Tom tonight.

From Iowa Pearl Button Co., Muscatine, Iowa:

Very sorry we cannot be present to express our appreciation of our past friendship and to extend our sincerest wishes for your continued success.

From H. M. Fry, The Narrow Fabric Co., Reading, Pa.:

Please convey my sincere good wishes to Tom on this great occasion and assure him that I greatly regret my inability to be present.

From C. C. Shee, Oakville Company, Oakville, Conn.:

Will you kindly extend to Mr. McShane my best wishes for success in his new venture and my regrets at being unable to be present at the dinner.

From L. L. Mayer, L. Mayer Co., Chicago:

To Friend Tom McShane; Prices and discounts; quality and quantity; you love the one, I the other. Your house was your creed but loyal to friend, courteous to all. So Godspeed in your new efforts and good luck to your successor.

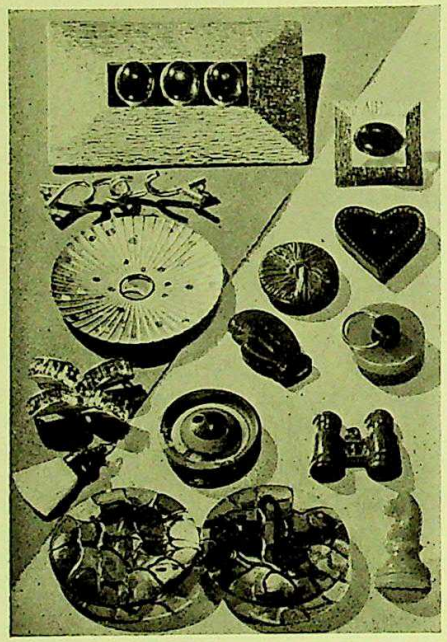
(Continued on page 53)

of rope. Catalin is used in combination with metal in door knockers for buttons and matching lock and key for a buckle. The Catalin key intricately locks into door hinge. Also unusual is a cigarette case used as a buckle. Different motifs depicting sports are appliqued on the vari-colored cases. A metal dress front with six colored balls in its center is complemented by hook and eye fastening dress gadgets each having one ball in a contrasting color.

Schwanda

Metals, novelty crystals, galalith and leather in abundance here, and of course—a specialty of this house—pearls in deephue tones of wine, blue, green and brown.

Metal novelties include an owl's head, leaves and acorns, and new frogs with oblong and ball centers in antique and Russian gold. Hammers and snakes lend their shapes to ornament metal (oxidized silver and antique gold) scarf and tie pins. There's a shrimp of galalith, a galalith rope, and other odd shapes in that material and in crystal. Metal combined with galalith portray Chinese lanterns and pagodas. Synthetic woods appear in nautical motifs.



Harlem, Adler

Heidenreich

At this house, antique gold and silver metal buttons and buckles are featured in many new leaf designs. These have jewel centers in their natural colors both opaque and transparent. Bar pins of the same material use pearls as well as stones for decoration.

Novelties in Catalin include Chinese horses and flower pots—used in pairs for buckles. Galalith in a chain effect makes up a smart button and buckle set, or a metal link belt can be used separately with the buttons.

Prystal is used in combination with rhinestones—the latter being set in the center of a clear prystal ball. Rose bud design, cut out of prystal.

McShane Congratulations

XD 2/449

(Continued from page 51)

From Vincent D. Callahan, Notion Buyer, Ely & Walker Dry Goods Co., St. Louis:

I am extremely sorry unable to be with you tonight, but extend to you my best wishes.

From Milton Shaw, Notion Buyer, N. Y. Merchandise Co.:

I regret I cannot be with you tonight due to an unexpected occasion. I greet you and wish you the best of luck in your new enterprise.

From George T. Donohue, Secretary, Park Board, Chicago:

May all your sales ideas become good Notions.

From M. Eisen, Holtite Mfg. Co., Baltimore, Md.:

Sincerely regret inability to be present. Our best wishes and may the years ahead of you bring the fulfillment of your fondest hopes.

From Carl Seligmann, Dupont Viscoloid Co., New York:

With you in spirit. Best wishes for continued success.

From Morris Gluckauf, Gluckauf Co., New York (Sent from Terre Haute, Ind.):

My sincere good wishes to you. Thanks for courtesies granted me during many years of our acquantance. May you live long and prosper. Regret am unable to attend banquet given in your honor.

From Jerome J. Crowley, Lawyer, Chicago:

Congratulations. May success attend you in your new association.

From George D. Crowley, Insurance Broker, Chicago:

Your devotion to duty and high concept of loyalty is evidenced by the high esteem with which each and every one of us hold you. I keenly regret my inability to join with your other friends this evening in welcoming you to your new association with Strauss Bros. & Co. They have chosen wisely. Your success will continue. May God grant you and yours good health and happiness.

From Frank Hyde, Watertown, Conn. (formerly of the President Suspender Co.):

Success, health, wealth, happiness to you and S. Bros.—not Smith Bros.

From A. L. Clark, New York:

Testimonial dinners or gatherings such as this, may be given for various purposes. If given to a man for building a bridge or some great structure, such as the Empire State Building, it would be in recognition of his ability as an engineer, and for the successful completion of his undertaking. I feel that this is a different kind of a testimonial. It is a testimonial given to you, Tom McShane, not alone in recognition of your ability and the success you have achieved; *it goes very much further.* It is a testimonial in recognition of your loyalty to your job, of your loyalty to your many friends over a long period of years. It is a testimonial in recognition of your honesty and integrity in all of your dealings; a testimonial to your sterling character.

The members of the National Notion Association, the Notion Round Table, and the Allied Notion Trades, take this method of showing you how highly we regard these qualities, and the affection we hold for you. Finally, to tell you how glad we are to welcome you as a fellow New Yorker, to have you right here among us.

Strauss Brothers & Co. are fortunate in having you with them, and you are also fortunate to become associated with such an outstanding firm. Having for a period of about 25 years of my own career been in competition with them, I can truthfully say that you could not be associated with a finer concern.

Tom, here's to your good health, to a long and contented life.

Here's wishing you every success.

From Sol Mutterperl, New York:

Regret exceedingly not to be with you on this occasion. Please extend to Mr. McShane my sincerest good wishes for his continued success and good health.

From Frank J. Lamb, I. B. Kleinert Rubber Co., Chicago.:

You have my sincere wishes for success and happiness in your new venture. Congratulations to Strauss Brothers & Co. I am sure you will break par often with an occasional hole in one. My only regret is in not being with you tonight to add in a small way to this glorious occasion.

Radio Broadcast

Slide Fasteners Inc., are sponsoring a radio broadcast for the promotion of the sale of "Talon" slide fasteners in the chain stores. The broadcasts, which started on June 2nd, are of 15 minute durations and are run every Tuesday and Friday at 12:45 over Station WOR. They will continue through July 10th. Tenor Jim Barry and the WOR String Trio supply the entertainment.

During the twelve broadcasts, free patterns will be offered and materials for making dresses will be given the ten women submitting the best list of practical ways to use Talon slide fasteners, also, three Singer Sewing Machines will serve as prizes in a contest on "How I have used or plan to use Talon slide fasteners.

Can Look Forward To

(Continued from page 19)

awnings, and even a roof that is durable, vermin-proof, and impervious to moisture.

"Big new markets will be created for felt, pressed-wood fibre, semi-flexible gypsum, and fluorescent paints capable of being activated by ultra-violet lights, thereby producing attractive effects.

"Manufactured weather indoors will improve health and cut the fuel bill by substituting moisture in the air for degrees of heat.

"Very soon we will discover that the home we own, in the light of what is now possible, is about as up-to-date as a whip-socket on a sport roadster. Worse yet, we will find that the house we live in is being given a new market value which severely discounts obsolescence.

"The marvels now being ushered in will find applications undreamed-of at present. The radio, for example, is using less than one-third of its already known potentialities. Very soon delivery trucks will keep in touch with their dispatchers in a department store. Facsimile transmission of pictures electrically will be widely extended, and the bloodless 'radio knife' of the surgeon, which is merely at the dawn of its usefulness will be supplemented by dozens of similar devices valuable in the treatment of the human body.

"We are moving rapidly toward methods and devices that will eliminate unnecessary noises, reduce the present huge losses from the corrosion of metals, and speed the growth of farm products by treating the seeds and soil.

"Light will be harnessed and put to work. Already sunshine motors are operating successfully in laboratories. Probably before long we will be using a cheap photo-electric roofing material to collect and utilize huge amounts of solar heat now wasted all about us. This justifies expectations that some of the rays of the sun that fall on the roof of a home may supply substantial quantities of electricity to take care of many of the family's needs.

"There will be super-highways for railroads, probably a three-deck system, with fast automobiles and express truck traffic using the concrete toll road on the top of the trestle.

"We must think of the years immediately ahead in terms of horizontal elevators, books that come in rolls, aerial ferries, changed eating habits, pure light laws, hundreds of new drugs, nation-wide systems of pipe lines and canals, rail transportation on rubber-tired wheels, invisible rays of automobile headlights, six-lane townless highways.

"The potentialities of each new invention are beyond comprehension. Television will require an investment of hundreds of millions of dollars. The chemical revolution now commencing will make a new world as surely as the industrial and steam revolutions made the old. Many professions and arts will join hands to improve conditions and increase efficiency. The trained psychologist will have a place in all large organizations. The fellow who does the buying will be a purchasing engineer, not a purchasing agent.

"The talk about saturation points is mostly nonsense. The field of opportunity has barely been touched. In the realm of business each day will be filled with excitement and adventure.

"Here in America nothing can prevent a rapid climb to a new high level of human existence. Already the current trend is away from cheap merchandise and toward style and quality. Many of the luxuries that largely disappeared from the picture four years ago have again come into use, thanks to the courage and intelligence of advertisers who persistently kept their products before the public during the depression years.

"Outstanding in its display of wisdom has been the automotive industry which clearly and quickly developed a practical understanding of the public's keen yearning for both comfort and luxury in motor travel.

"History is again repeating itself —natural pent-up desires are re-asserting themselves. We are entering a spending cycle that not only promises to be of long duration, but that will doubtless provide a solution for the entire unemployment problem. Of course, we are not finished with rackets and fakes and frauds. Many mistakes will be made, and losses will be suffered. But it is a fairly safe assumption that more modest fortunes will be made in the next ten years by our alert and discerning middle classes than during any previous decade.

"It is time we stopped recounting our sorrows and turned attention to a changed world and a new tomorrow.

"In view of what I have thus far said, I would not want to leave you today with the impression that I feel that a mere desire to possess better living conditions, more goods, new pleasures plus the existing capital which makes possible the production of these goods and services plus the existence of the skilled labor and directing brain which will put this capital to work to meet these desires —are in themselves a panacea.

"Nor would I want to leave the impression that I dismiss with a Pollyanna wave of the hand all of our present political, social and economic problems.

"But I do want to stand on the assertion that, according to the really thoughtful opinion of practically every man I know, the common sense of the American people always has and can be depended upon to cure these problems.

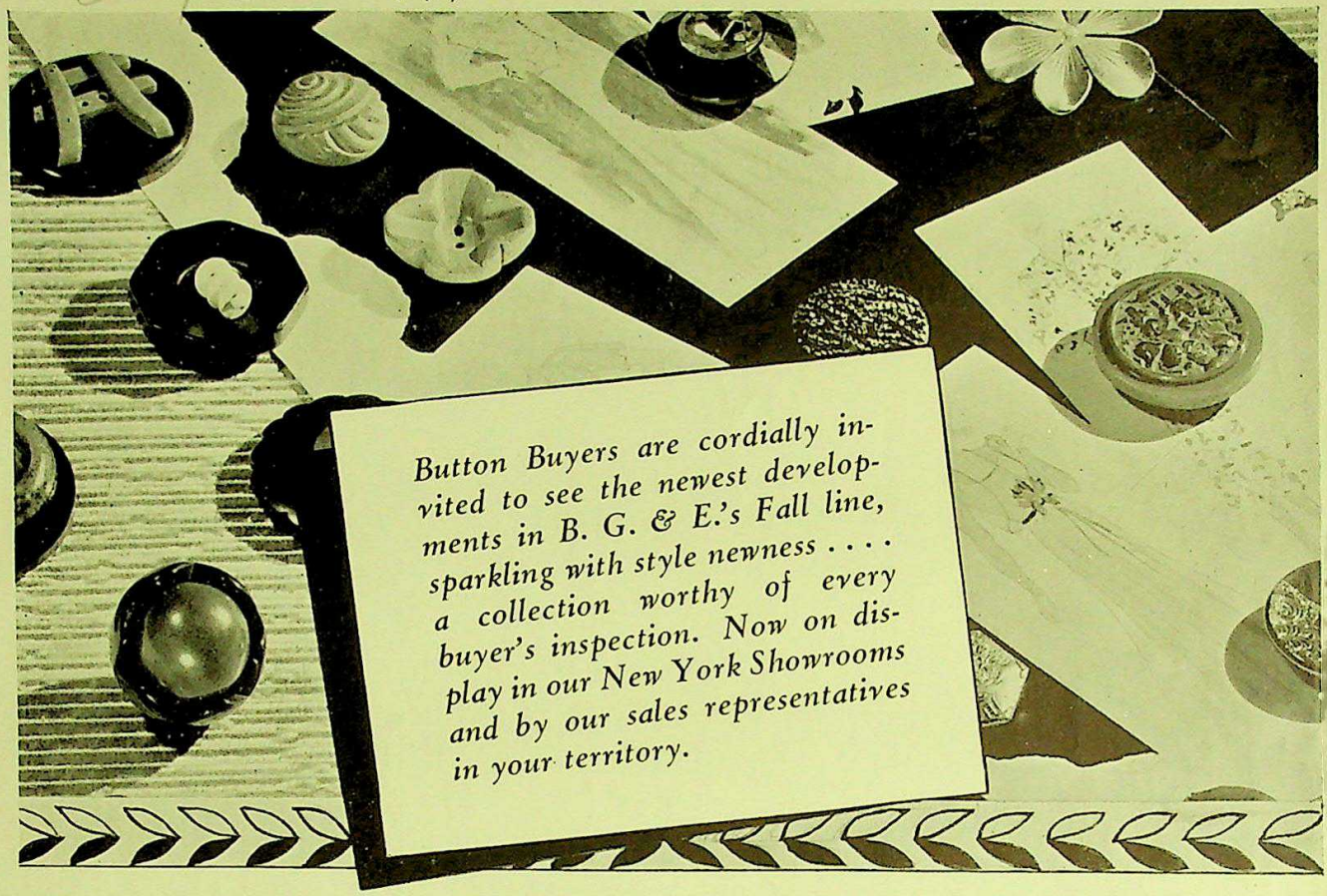
"And I do want to stand on the assertion that as always in the past— a great and new future lies ahead of all of us in business.

Solution for Unemployment

"History is again repeating itself— natural pent-up desires are re-asserting themselves. We are entering a spending cycle that not only promises to be of long duration, but that will doubtless provide a solution for the entire unemployment problem. Of course, we are not finished with rackets and fakes and frauds. Many mistakes will be made, and losses will be suffered. But it is a fairly safe assumption that more modest fortunes will be made in the next ten years by our alert and discerning middle classes than during any previous decade.

"It is time we stopped recounting our sorrows and turned attention to a changed world and a new tomorrow."

D/M/S XD 2449


Button Buyers are cordially invited to see the newest developments in B. G. & E.'s Fall line, sparkling with style newness .... a collection worthy of every buyer's inspection. Now on display in our New York Showrooms and by our sales representatives in your territory.

Buttons for every fashion requirement .... but more than that .... buttons so unusual and so exclusive in style and design that they attract your customer's instant attention. Buttons are the outstanding trimming for Fall Styles.

REGISTERED

RETURN TO DESIGN DIV.

BAILEY, GREEN & ELGER, INC.

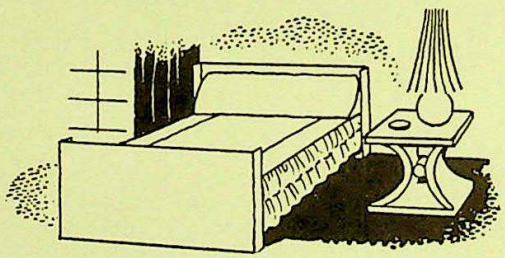
136-146 Madison Avenue New York, N. Y.

Warren's
THREE OAKS, MICH.

BLANKET and QUILT BINDINGS

Guaranteed fast colors—neat, attractive packaging, fine materials, make Warren's Blanket and Quilt Bindings popular and profitable items on your Notion Counter. Warren's Blanket Bindings are made of an excellent quality of sateen and of the finest of cotton-back satin. The Quilt Binding comes in a particularly wide range of fast colors—in fine percale. It will soon be the season to replenish your stock of these items—and secure complete color ranges.

From your jobber or direct



THE WARREN FEATHERBONE CO.
THREE OAKS, MICH.

NEW YORK
200 Madison Ave.

CHICAGO
6 N. Michigan Ave.

SAN FRANCISCO
55 Fremont St.

Dealers Everywhere Depend on

XD2-449

MERMAID BUTTONS and SLIDES

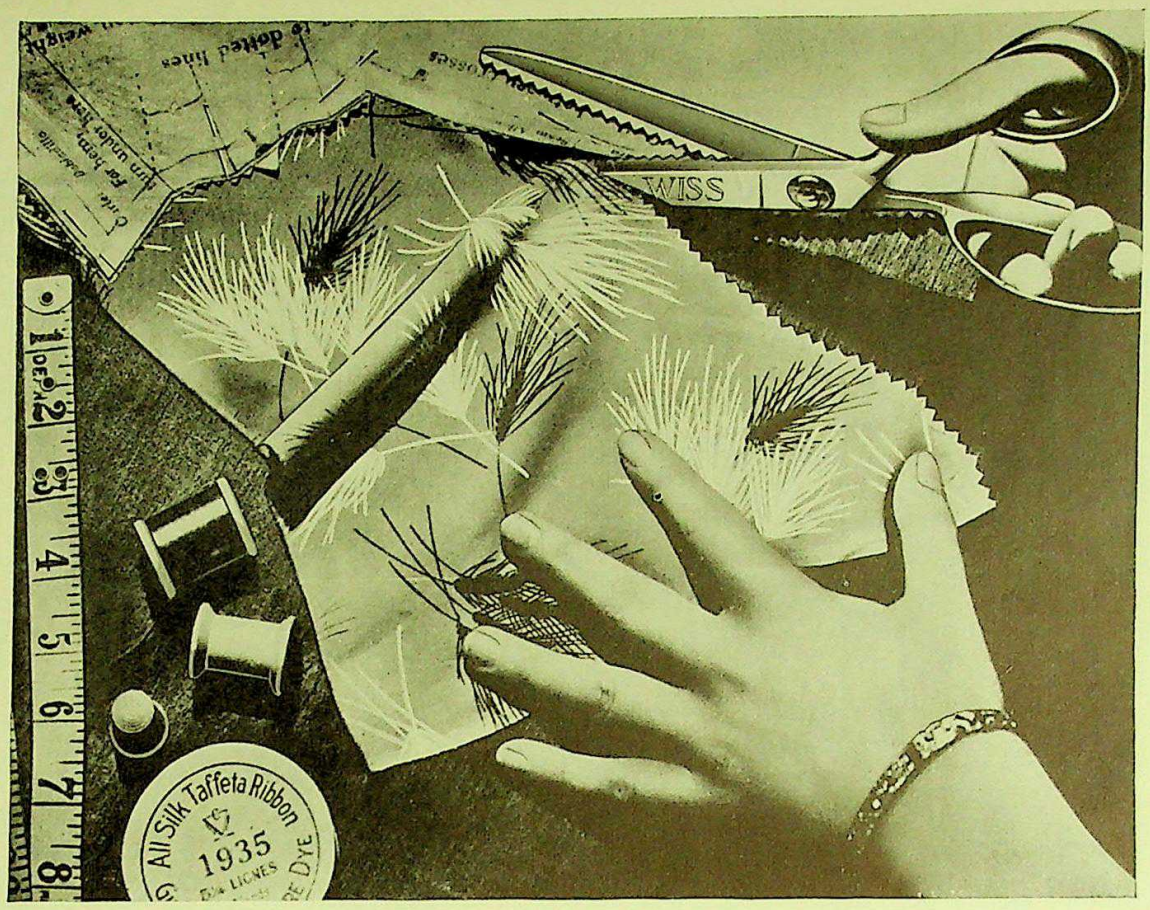
For STYLE LEADERSHIP COMPLETE LINES
PROMPT SHIPMENT QUICK TURNOVER

Ask your Jobber

HAWKEYE
PEARL BUTTON CO.

MUSCATINE, IOWA

NEW YORK OFFICE
1199 BROADWAY



WOMEN WHO BUY *Fine Fabrics*

BUY *Fine Scissors* . . . IF YOU

KNOW HOW TO SELL THEM . . .

The illustration at the top of the page was used in a fabrics advertisement by "One of America's Great Stores." We reproduce it here because it shows vividly how items from Notions and Piece Goods Departments can be made to complement each other to the advantage of both.

SALES TRAINING

Sales training is an important part of any good scissors business. Notions clerks must know the difference between good and inferior scissors, as well as the types of scissors that are made to fit every requirement. Our training material for clerks is available upon request.

Sales training is but one of the factors in the WISS merchandising program which helps make WISS shears and scissors the most salable line in the world.

OTHER MERCHANDISING FACTORS

- Scientifically constructed display material.
- Promotion plans of tested merit.
- National advertising in leading women's magazines.
- Mat service for local newspaper tie-ups with national campaign.
- The newest* styles of scissors and shears and the most comprehensive group of patterns for every purpose on the market.

* Pinking Shears and Kitchen Shears

WRITE FOR FULL PARTICULARS TO

SALES PROMOTION DEPT. **J. WISS & SONS CO.** **NEWARK . NEW JERSEY**

Who Hasn't Got a Button?

Amazing and Amusing Collection of Novelty Buttons Presents Designs to Enhance Woman's Entire Wardrobe, From Sports Clothes to Cocktail Frocks

XD 7/2/49

● This year it's "Button, button, who hasn't got a button?" Indeed, never before have dress designers used buttons so extensively as in the trimming of the new Fall models. Couturiers such as Schiaparelli and Rochas have outdone themselves with novel ideas—from lanterns and cathedral windows to bathtub stoppers and boxing gloves, the new catalin buttons have been cut and carved into every variation of the current mode.

In the fall preview buttons are noticeably smaller than the summer ones. Averaging the size of a twenty-five cent piece, they are a riot of colors, bearing out early Paris cable predictions of bright hued accessories for dark colored clothes. Opaque catalin in green, red, brown, and black still holds good, with transparent shades of sapphire, amber, ruby, emerald, and prystal more prominent than ever before, for both conservative and novelty styles. Combinations, both of contrasting colors, and catalin with wood, or metal are popular.

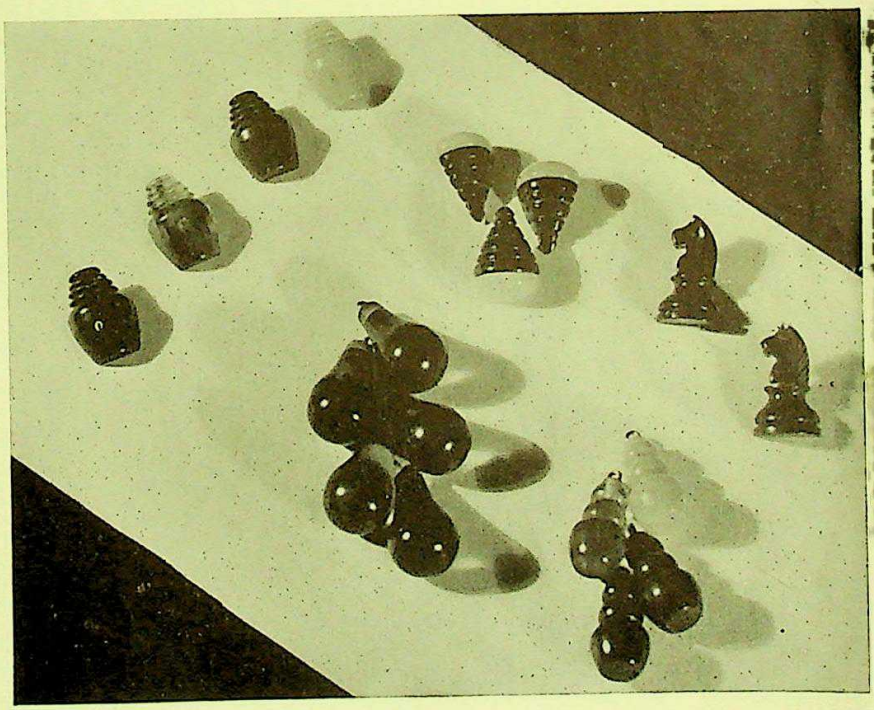
In the amazing and amusing collection of novelty buttons, Milady can find designs to enhance her entire wardrobe, from sports clothes to cocktail frocks.

Inspired by the ever original Schiaparelli, Blumenthal offers the Fairy lantern button. One facsimile has a delicately ridged catalin bag finished top and bottom with a narrow band of silver metal. A rectangular version has the same ridging, with the top and base of the lantern in contrasting colors, such as burnt orange and black, green and black, or red and black. Harlem Adler have done their bit for modern Fashion illumination with tiny electric light bulb buttons, in transparent shades of purple, ruby, emerald, amber, prystal, and tortoise. They're sure to "brighten" up your favorite frock.

Bottles, another Schiaparelli idea, are being shown by Harlem Adler. Particularly effective in the semi-translucent catalin, they offer a chic accent for street, sport, or afternoon modes, in shades of plum, tortoise, red, green, and black. One design is shaped as a gracefully cut decanter, while the other is a squat wine jug with a ridged top. Lidz Brothers complete the picture with minute goblets, a half inch square.

For the sports fan, Harlem Adler has authentic looking boxing gloves an inch and a quarter in length; cleverly cut little chessmen; and, binoculars that have everthing but the lenses. Lidz furnished stunning looking dice in frosty prystal three quarters of an inch square, set with tiny cabachon stones on each side in various jeweltone shades. They have tops, too, that look as if they'd spin and whirr for you. In two tone combinations of brown and orange, green and black, and red and black, they will smartly "top" off a sport ensemble.

A cunning metal meat chopper two inches long, with a green catalin handle by Lidz, supplies the domestic touch! Harlem Adler has bathtub stoppers, each with a little metal ring with which to pull it out! These come in orange and brown, red and black, green and black, and black and white. The "clean-up" is completed with gay looking whisk brooms, an inch and a half long, in contrasting shades of black and white, green and brown, purple and black, and yellow and brown.



Bottles, chessmen, tops and electric light bulbs are only a few of the novelty catalin buttons being shown for Milady's fall ensemble. Schiaparelli's bottles in semi-translucent catalin offer a chic accent for street, sport, or afternoon modes. One design by Harlem Adler is shaped like a gracefully cut decanter, while the other is a squat little jug effect with a ridged top. Harlem Adler also carves cunning little chess men, and transparent catalin electric light bulbs in shades of violet, ruby, emerald, amber, prystal, and tortoise. The Tops, from Lidz Brothers, in the center of the picture, look as if they'd spin and whirr for you, come in two-tone combinations of brown and orange, green and black, and red and black.

Perfectly fitted is this tunic dress of navy silk crepe. The narrow suede belt accentuates the slimness of the waistline and gives to the costume a correct unbroken line silhouette.

shoulder to knee. Here is a golden opportunity to sell elaborately detailed belts in a variety of leathers in the average two-inch width.

Consider your customer's figure. If she is large and bulky do not sell her a half-inch sports belt. Suggest rather, the more normal two-inch calf that will give her the necessary broken line. For the small, undersized girl who likes to wear a classical sweater and who so often comes in and demands a seven-inch swagger belt—if she must have it, of course sell it to her, but in your softest, most persuasive tones explain to her that this really is made for Amazons, not for dainty little maidens who look so very well in Vionnet's half-inch sweater belt (made this year in the softest suedes).

A few of the latest finds in the market shows that the mannish season is being stressed. Subtle colors in staple belts will carry on for good, practical fall selling. Back interest is new, especially on suedes. These are often in ribbed, stitched models.

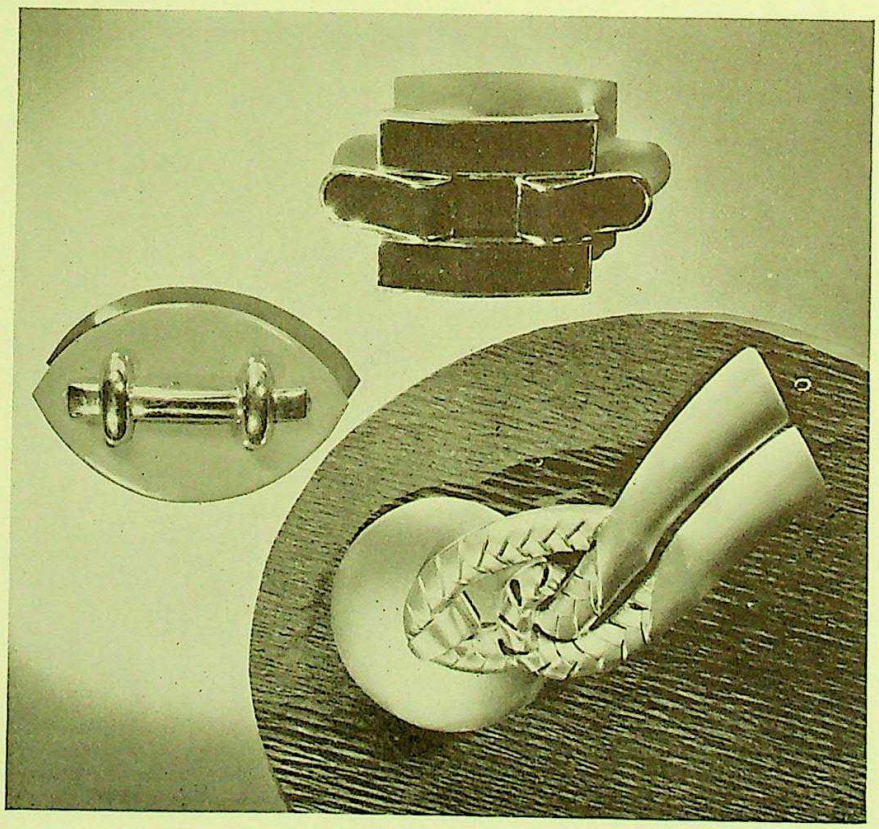
Glove leathers—especially the nice soft calf and unfinished skins which are so pliable—are being used for fall. These are made for all purposes and are shown in practical colors such as black, navy, dark gray, bottle green, deep chaudron, plum, eggplant, raisin brown and cayenne (a topnotcher color for football costumes).

Velvets will be used, are stressed by every couturier abroad as a trim for matching other accessories in the costumes. This fabric is subtle, drapable and flattering to every figure. It may be worn in a number of widths and takes ten years off a heavy waistline.

For evening, lames are seen in a few of the very high style lines, while gold and silver kid is ornamented with glorified Christmas tree buckles.

Buckles highlight the new belts. For daywear they are conservatively smart, simple in detail, but intricate in workmanship and design. Metal buckles are shown in geometrical designs. These are often exaggeratedly large. Covered buckles matching the leathers and fabrics of the belts themselves are shown for the first collections.

Remember, to get repeat sales, consider the fit of the belt, what it does for your customer's figure, and this thoughtfulness on your part in selling her correct and appropriate belts for her figure as well as for her costume will result in sheer gratitude and all the profits at which you are aiming.



uckles highlight the new belts for fall. chaffer shows metals in simple and elaborate ffects. Also leather covered metals for formal ress belts.

XD2-414

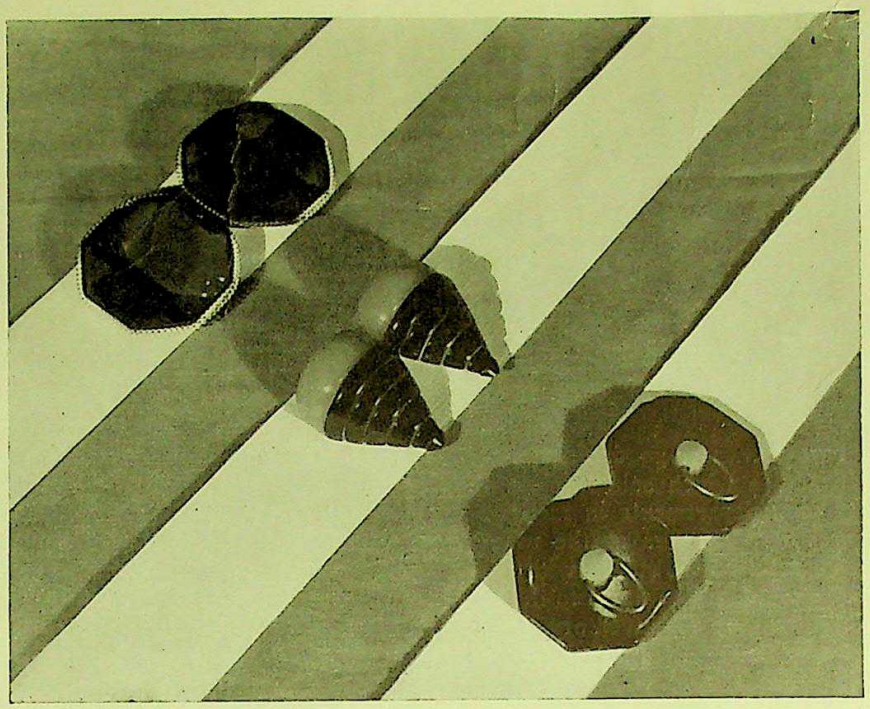
Blumenthal has a "handyman" set of pins—pins, incidentally, are being used more and more by the button houses, because they are easy to attach, and give greater variety of placement. The set includes a hammer, saw and hatchet, so it's going to be tough this fall when the debutantes go after some young man's scalp! The pins are made of wood, and tipped with catalin in shades of grey and green.

You can really ring with fashion if you wear a series of Harlem Adler's minute bells in shades of green, red, tortoise, brown, black, and navy. They offer a smart "tone" for a sports or semi-tailored ensemble.

Tailored styles are highly individual this season. Cleverly combined with wood, and cork, the catalin is skillfully arranged in the smartly severe manner. Outstanding in the Blumenthal collection is a rectangle with alternating horizontal strips of catalin and cork. In shades of wine, brown, navy, and black, the buttons come in one inch, and inch and a half sizes—an intriguing trim for the tailored suit or coat. Tortoise shell catalin blends attractively with stained wood in a square button. A diagonal line separates the two materials and the catalin is cut through in slits of graduating sizes. Two matching rectangular pieces form the clasp buckle.

Nuggets, harking back to the days of '49, are cut from unpolished catalin, offering an unusual trim for a semi-tailored outfit. They come in brown, green, wine, and prystal, ranging in size from the bulky to the minute. For the brown or green costume, slender strips of brown catalin carved like logs, are cut in a triangular shape to form the two pieces of a clasp buckle. They are joined by a strip of green catalin, with a matching clip to complete the set.

You might want to take a bite out of the round, peaked shank buttons with a finely ridged surface—they look that much like chocolate kisses! A slide buckle two and a half inches in diameter matches this style in brown, navy, white and black. For tweed or plain cloth coats in the tailored manner, a simple round button the size of a fifty cent piece, carved to simulate lizard skin, will add a swank touch.



Every button style in the new fall mode has a matching buckle to form a perfect accessory ensemble. Particularly striking for dressy frocks is transparent catalin in a sapphire shade, shown at the top in the above photograph. Lidz Brothers have outlined the octagonal shaped plaques with minute loops of gold metal thread. Another Lidz design in the center has two tops clasped together to form the buckle. This comes in two-tone combinations of brown and orange, green and black, and red and black, to smartly top off a sport ensemble. And to "clean up" on the fall trade, Harlem Adler offers bath-tub stoppers, each with a little metal ring with which to pull it out!

A Mexican Padre's hat was the bright inspiration for Harlem Adler's most striking tailored button. The broad, rolled brim is of dark wood, while bright green catalin forms the flat circular crown. In this same group a thin square shank button is cleverly carved like a box in perspective. A rectangular curved button, cut in a smart contrast of polished and unpolished surface offers a trick effect for both cloth and fur coats. It comes in a smaller size of one inch if you prefer it for a dress.

Criss cross metal thongs holding a two inch long strip of wood, diagonally across a square of green catalin is another bright thought for your street frocks. A variation of this theme has the catalin carved in a boat shape, diagonally across the square, and banded on either side with metal strips.

Dressier buttons this year show less rhinestones than formerly, relying upon unusual color effects and intricate carving. Blumenthal has tricky frogs elaborately carved in a clasp buckle, a matching two and a half inch clip, and one inch buttons. They come in all the popular shades. For the perennially smart black and white ensemble, we recommend another frog model, with wings of black clasping onto a center I-shaped strip of white catalin. The frog buttons are one fourth the size of the five by two inch buckle.

A shell shaped clip, three inches long, with matching buttons is delectable looking in rose quartz, while a triangular button in three dimensions depends on striking bands of red and black for effect. One rhinestone combination consists of circular concave shaped buttons with a frame of sparkling baguettes. This style is a good contrast for velvets in either black or prystal. A round button set with tiny circles of matching and contrasting catalin dots, one overlapping the other around the edge, offers a colorful dash to a black or navy outfit.

Transparent catalin in a sapphire shade is smartly adaptable for dressy costumes. Lidz Brothers give it interesting treatment in an

(Continued on page 42)

Summer Merchandise Active in New York Departments

Month Ends With Most Stocks Down to Desired Inventory Figures

MONEY SAVING PACKAGE
WONDERSOFT
KOTEX 36 PADS REGULAR SIZE
KOTEX 36's
2 boxes 72 Napkins $1
Special chintz covers for your Kotex box.
In closet accessory colors 49c
MAIL YOUR ORDER OR PHONE TRIANGLE 5-8100. ASK FOR "ORDER BOARD."
LOESER'S—NOTIONS—AIR-CONDITIONED STREET FLOOR
IT BOND, BROOKLYN—TRianglo

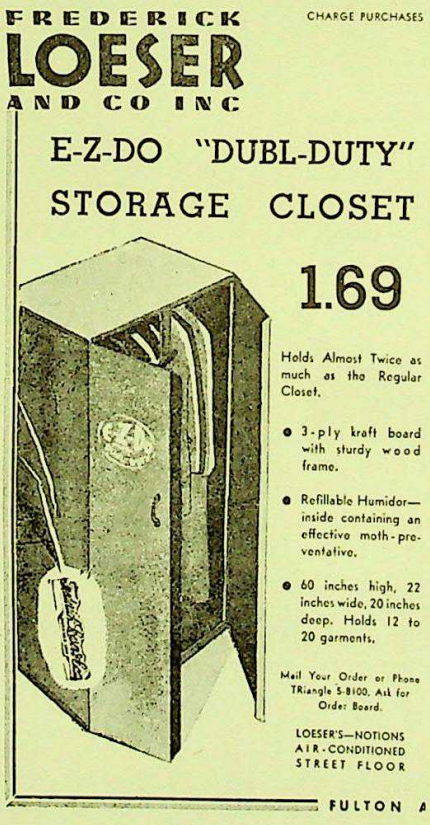
● It was honest to goodness summer merchandise which sold last month in notions departments in metropolitan stores. Buyers at the month end reported clean stocks with seasonable merchandise down to the desired low figure for inventory. Business was excellent throughout the notions department with everything selling. The very intense heat of the first fortnight in the month helped notions business. As buyers said though the summer got a late start, when it did begin everything benefited.

One Fifth Avenue store said that the after-Fourth condition of its notions stock was better than last year. It was necessary to buy more staples in bathing goods. Fewer markdowns were also reported at several of the large stores. Closet appointments held up uncommonly well with people becoming educated to the cheaper and gayer things for summer homes and cottages. Summer girdles were also department leaders and these should continue to sell right through August. Those vacation bound this month will require this type of merchandise and the early vacationers will need replacements, figures one buyer who will keep right after this end through the month.

Macy's notions department reported good business throughout with the bathing section most important. They did not neglect buttons during the mid-summer and kept right after this end with new assortments for the summer wardrobe. Fresh posters were put up in the button section showing these on all types of sports garments.

McCreery's sold beach rolls in notions. These with the bathing suits and accessories brought good volume to the department. Storage cabinets kept up their selling pace through the month and the Decorative screen promotion here chalked up good results. Such closet accessories as shoe shelves, racks and cabinets had month-long calls. A demonstration on the Annette cleaner was held during the hot weather with satisfactory results.

Loeser's girdle business has taken a jump in sales since the new section was opened. Girdles are now adjacent to the sanitary section. Business justified the increased space given this line. To launch the new girdle department a promotion was held featuring a regular $1.75 mesh at $1 and a $1.75 lace garment at $1.29.


FREDERICK
LOESER
AND CO INC
CHARGE PURCHASES
E-Z-DO "DUBL-DUTY"
STORAGE CLOSET
1.69
Holds Almost Twice as much as the Regular Closet.
● 3-ply kraft board with sturdy wood frame.
● Refillable Humidor—inside containing an effective moth-preventative.
● 60 inches high, 22 inches wide, 20 inches deep. Holds 12 to 20 garments.
Mail Your Order or Phone TRiangle 5-8100. Ask for Order Board.
LOESER'S—NOTIONS AIR-CONDITIONED STREET FLOOR
FULTON

Mae Gallus, notions buyer, reports that business has been excellent in the sanitary and personal needs lines with such things as softex aprons, bra forms, shields, etc., outstanding. The aprons were talked up as wrinkle preventers for skirts and sold freely. Last month followed May and June as glowing months at the Brooklyn store.

Miss Gallus introduced a brand new idea in the way of a chintz cover for sanitary napkin boxes. This matches other closet accessories and was first brought out to fit a Kotex 36 box and more recently has been made to fit the Modess household package. The box is slipped in from one end and the flap snaps down over the edge. Miss Gallus finds that this box cover is filling a long felt need among customers who have become closet conscious.

Also worthy of note at this store have been the recent E-Z-Do Double Duty storage closet promotion at $1.69 and a scissor promotion.

Notion Columns Interesting to Readers

(Continued from page 30)

There's hardly a time when a customer doesn't need some little article from this widely assorted stock and the Wanamaker store is well aware of its importance. Their stocks are large and dependable and famous more than locally for the fact that you can always get almost anything you might want, and keep on getting it. To stress this, they pointed out in recent "column" advertising they have a customer in Luzerne, Switzerland, who sends regularly to Wanamaker's for her hair nets because she can always get the same kind there.

XD 2/449

Who Hasn't Got a Button?

(Continued from page 35)

octagonal shaped buckle outlined with minute loops of gold metal thread. A matching slip completes the set. Cabachon shaped pieces of the transparent catalin in ruby, emerald, sapphire, and prystal are set in a frame of five metal loops each a fourth of an inch wide. They will smartly spotlight a velvet cocktail gown in any of these colors.

Outstanding in the Harlem Adler group of dressy buttons, are Rochas' "Cathedral windows." On a background of prystal, carved sections of varying shapes and sizes are painted in transparent blues, greens, reds, and ambers. The light shining through offers intriguing detail for cocktail gowns in solid colors.

Another stunning creation has layers of catalin laminated on natural colored wood. On a wood base, strips of orange and brown catalin, are topped with the wood. Finely cut ridges going in different directions complete the design. Other styles come in dark brown wood, with black and white catalin, and natural wood with bright blue and black.

This house features a unique button for a dressy fur coat, composed of prystal and solid colored catalin. Flowers and conventional designs have been cut from the underside of the prystal and gilted with silver or gold to present a highly unusual note in costume trims. The prystal and black gilted with silver resembles a grey Persian lamb pelt.

In a simple round button, one fourth of an inch thick, a frame of opaque catalin has a center of matching jeweltone. The transparent catalin catches the light, and presents a telling ornamentation for a gown of matching shade. It comes in all the new Fall colors.

For those who like things dangling, a round black button with a row of three tiny catalin circles in contrasting colors will do the trick. Hanging by a metal loop, they offer a gay clatter for an afternoon dress.

And this, mind you, is only a glimpse of the new Fall button styles. The number and variety is so bewildering, we have only attempted to emphasize the highlights of the various collections—collections that will hold a prominent place in the Fashion spotlight.

Makes Department Successful

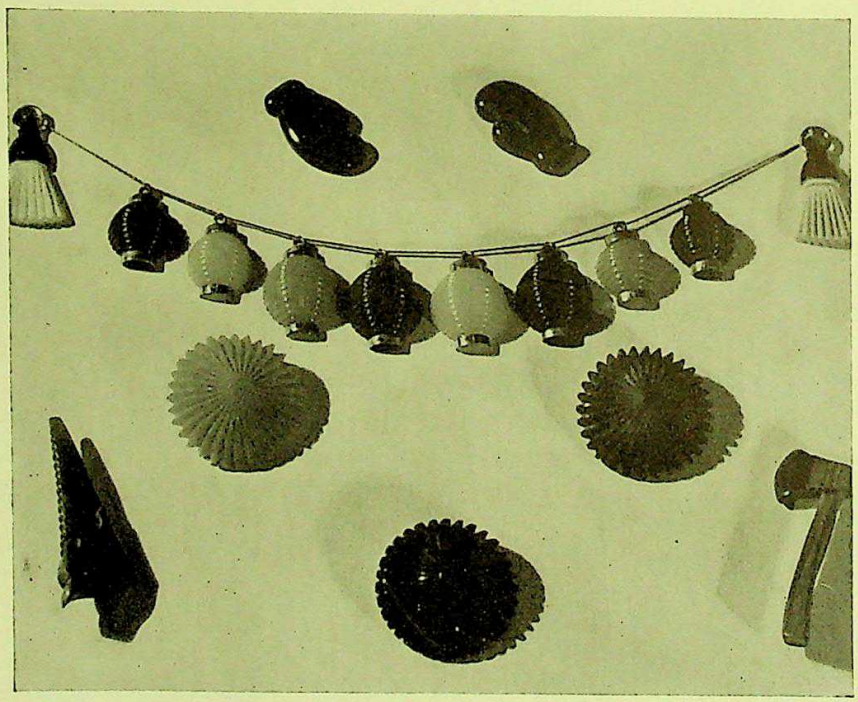
(Continued from page 28)

other items you can get by with. For instance, jute Venetian blinds were recently put on the market. We inquired and found that the item was not handled in our drapery department. Therefore, it became a splendid item for the notion department and we held a very successful sale on Venetian blinds.

"I would mention still another merchandising reason why the Goldsmith notion department is outstanding. We buy top lines only—preferably nationally advertised lines—as we believe that the job of selling is half done when the customer comes into the department, and as a result our selling costs go down. Our best sellers are those items that are most extensively advertised nationally. We concentrate on these lines and in turn reap a nice profit.

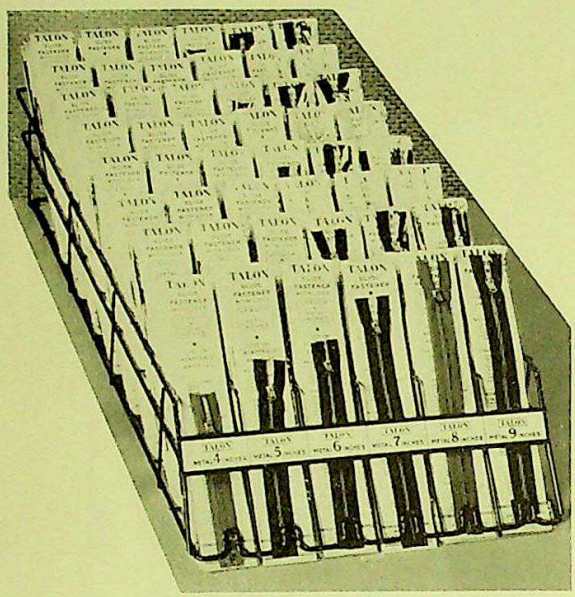
"In regard to the personnel of our department, we try to keep it intact, as we believe a familiar face behind the counter is a real asset to the department. We employ eight girls, one girl in charge. The stock is divided into sections, each girl responsible for her own section."

Reproduced herewith are some of the notion sales advertisements that have been used recently by the Goldsmith department and particular attention is directed to the Venetian E-Z blinds at $1.79 which, so far as we know, is unique as a notion department item. Perhaps some other notion buyers may find that their stores do not carry Venetian blinds in any other department and that as a result they may have a chance at them in Notions. This hot tip is free to the readers of this magazine.



From lanterns to hatchets, the new catalin buttons have been cut and carved into every variation of the current mode. Boxing gloves from Harlem Adler are shown at the top of the photograph, below which are strung a group of Schiaparelli's fairy lanterns, with gay looking two-toned catalin whisk brooms at either end. The saw and hatchet in the two lower corners of the picture are made of wood, and tipped with catalin in shades of grey and green. And, you might want to take a bite out of the round, peaked shank buttons in the lower center. The finely ridged design by Blumenthal, makes them look that much like chocolate kisses!

. . . Chain Store News



New type display rack for Talon slide fasteners for use in chain stores

New Woolworth Store Opened

A new F. W. Woolworth store was opened during the month at Charleston, S. C. The new store is much larger than one formerly located in that city.

Air-Conditioning for Dallas' Sears

An air-conditioning system has recently been installed at a cost of $150,000 for the first three floors of the Sears, Roebuck & Co. store in Dallas, Tex., according to Manager C. H. Crawford.

Modernization in Des Moines Chain

F. W. Woolworth Co. plan extensive remodeling of their store in Des Moines, Ia. The store front will be modernized and an air conditioning system is to be installed in the store. Additional space has been leased from an adjoining building which will increase the floor space for selling about 3,000 feet.

Solo's "Sleeping Beauty" Curlers

Another "blessed event" in the famous Solo family. Introducing Solo's "Sleeping Beauty," the remarkable new curler that women can use upon retiring and still slumber like a kitten. Fashioned of rubber with a wire frame lock, the "Sleeping Beauty" Curlers have many of the mechanical features of metal curlers. They're so light, so flexible, so easy to use, they are bound to become favorites overnight. Packed four to a beautifully colored card to retail for 10 cents per card.

U. S. Tariff Commission's Report On Slide Fasteners Approved

The Tariff Commission announced that the President has approved its report on the investigation with respect to slide fasteners and has issued a proclamation increasing the rate of duty on slide fasteners and parts thereof in chief value of base metals from 45% ad valorem to 66% ad valorem.

The new rate becomes effective July 31, 1936.

The report gives interesting figures showing that the total output of the domestic industry was as follows:

13,000,000	fasteners	in	1928
35,500,000	"	"	1933
67,100,000	"	"	1934
109,350,000	"	"	1935

A limited number of mimeographed copies of the report are on file and may be had upon application to the Commission.

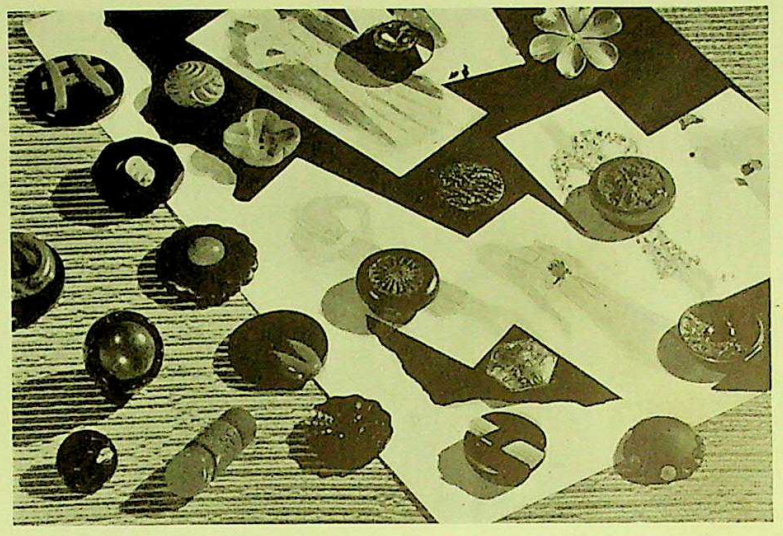
Recent window display of Talon slide fasteners shown in a New York, F. W. Woolworth store

XD 2/449

. . . What's New in Notions

Jets Featured in New Button Line

Here is a representative showing of Bailey, Green & Elger's, Inc., new fall and winter line of buttons. Included are jets, woods, galaliths, porcelains, and metals. Precious wood makes a smart button with a vari-colored fancy edge. Galalith is combined with wood. Two-tone galalith is frequent, one has the Chinese influence and another a rod center. Chinese influence also appears on a metal hectagon-shaped button and a combination galalith rim with porcelain center. A smart button accessory for tweeds or knitted suits is a square wood with scalloped edges. Fired jet and porcelain buttons feature jeweled centers. An octagon-shaped button of wood has a beaded center. Other buttons shown are: a two-tone wood in an octagon shape, two-tone wood with scalloped edge and a knob center, embossed wood in a half ball effect, a novelty rod of galalith with pressed top, galalith with fancy top and scalloped edge. Also, a flower-shaped metal button of Roman gold, corrugated wood with antique metal finish, and another two-tone galalith sew-through type with inlaid decorated top.



Bailey, Green & Elger, Inc.

New Napkin Case

J. B. Percival Co., New York, is making a sanitary napkin case of chintz with white binding in various colors and patterns. Can be made especially to match other closet accessories. Comes in every size, to fit boxes containing 12, 36, 48 and 50 sanitary napkins of all brands. Is also obtainable for special shape or size boxes of private brands. The case is secured over the top of the box by three snaps. Retails from twenty-five to fifty cents.

Grandeur Fall Line Ready

Many unusual features are used in the new fall line of closet accessories of Grandeur Products Company, New York. Applique work takes the shape of bow knots and floral designs in several very smart numbers. Hand trapunto, a new decorative note on closet accessories, is used to great advantage on a few very dressy pieces. Novel trims and bindings are effected by the use of ribbon and soutache braid, silk cording, chenille, velvet and boucle. Satins and taffetas, in this line, are used almost as much as chintz and make some beautiful accessory pieces, the best part being that they can be retailed surprisingly low.

Matching shoe and laundry bags carry out all the details of the garment bags.

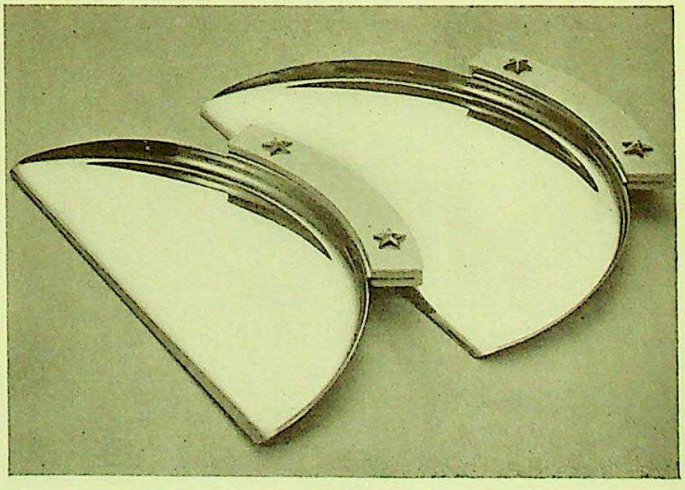
For the linen closet, Grandeur Products Company feature quilted chintz edgings and bands and yard goods for lining the shelves. Come in one or two-color combinations, in shades and colors to match their other accessories.

New combination bathing bag and pillow—can be inflated. Made by Hodgman Rubber Co.

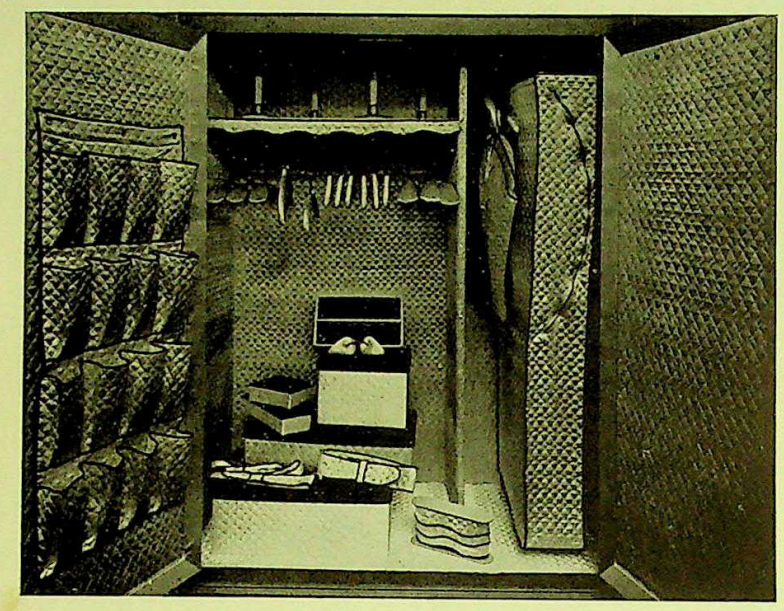
Tidy Crumber

This smart crumber set was designed and is manufactured by Chase Brass & Copper Company, Inc. It's made of polished chromium on copper and its decorative handle is of ivory plastic with metal stars. Two sizes are available: 4¼" x 7¾" and 5½" x 8". Set retails for $2.00.

Chase Tidy Crumber



What's New in Notions . . .



Quilted Closet at Henry A. Enrich Co.

New Decorative Cabinet Items

"Hollywood" is a new all-purpose utility cabinet well worthy of display in the bedroom itself. This item was inspired by the fact that several stars in Hollywood remarked that something of this nature be developed for them. It's covered with washable floral wall covering and has an all-lacquered wood frame. Cedar lined, it has two disappearing shelves and will hold 20 garments. Retails for $4.95.

The "Silent Maid" is a cleverly designed household fixture for use in either a closet, kitchen or hall. It's made so that it can stand under a shelf in a closet or can be attached to a closet door. Can be used for a clothes dryer or towel rack as well as for shoes, hats, and ties. Hat holders are removable. Will hold four hats, five or six pairs of shoes and a number of ties. Retails for $2.95.

"High Boy" and "Low Boy" are exact copies of furniture pieces. Made of an all wood frame and with wood drawers. Covered in washable wall paper. Combines the characteristics of an early American chest with the simple lines of modern design. "High Boy" has five deep and two shallow drawers, retails for $10. "Low Boy" retails for $5.95 and has four deep and one shallow drawer. Designed and manufactured by the Decorative Cabinet Corp., New York.

Scissor Promotion

Metropolitan Cutlery Company, New York, are running another scissor promotion from July 15 to August 20. During this time their Crane Brand scissors will be priced so that they can be profitably retailed at 59 cents each or two for $1.00. Fourteen styles, from manicure to dressmaking shears, will be available.

Newspaper mats, measuring 6" x 6", will be supplied stores. Every desirable type of shear is pictured and described on these mats; store ad can be checked and used by customer when ordering by mail.

Quilted Chintz Accessories

A particularly smart closet ensemble is this one as seen in the showroom of the Henry A. Enrich Co., New York. Quilted satin, which can be had in ten colors, combinations or plain, is the material used in these unusually attractive accessories which include shelving and edging, five different styles of hangers, and a complete line of boxes in addition to the garment, laundry and shoe bags. This closet is completely lined with the quilted material and is in a blue and white color combination.

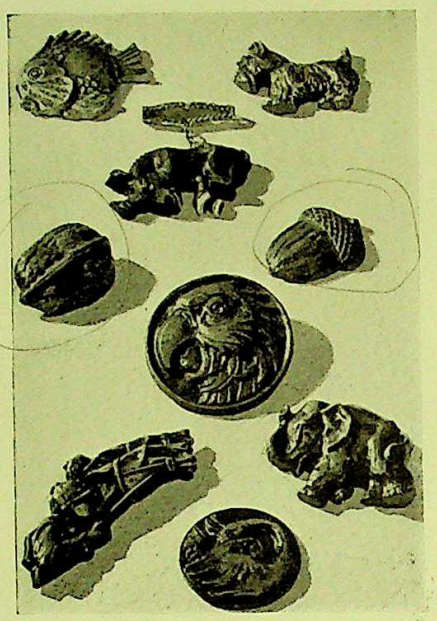
The increasingly popular three-yard warp sateen accessories are well represented here in a number of plain and floral patterns. Embroidered chintz combined with plain chintz of the same color is a new pattern and makes interesting closet ensembles. Comes in eight colors. There are also many new floral patterns in the most wanted colors.

This house has recently added a very extensive line of boxes for all purposes which can be had to match any of the other accessories.

New closets in the Decorative Cabinet Corp. showroom

XD2-436

What's New in Notions . . .



Hand Carved Accessories of Wool

Smart and stylish among the new fall lines of dress accessories are the hand carved creations by Burwood Products Co., which combine the natural effects of wood grain and finishes with the added versatility of form and design that are an advantage in wood fibre composition.

Among the most interesting subjects are a large group of animal designs including a variety of scotties and other dogs, birds, fish, and a particularly active jockey horse racing pin. Glass eyes extend the authentic and arresting appearance of many items. There are a number of floral designs and the nautical theme is well represented. Geometric designs run from conservative patterns to modernistic interpretations and the irregular shapes and open-work styles are smart.

Versatility in coloring is a high note in this line and the softness of wood stains and finishes is supplemented by high-lighting and bright lacquers both with and without gloss. An antiqued gold is one of the most popular color finishes and contrasting colors are handled with dexterity where they are appropriate.

Perhaps more responsible than anything else for the appeal of this line is the characterful effect in the way the patterns are cut. Every design is carved by hand with high relief and the natural beauty of wood grain is faithfully preserved in Burwood. Rough-cut designs are currently popular with this line and a good range of subjects cut with this technic are present.

The Burwood line is well rounded out with several items of exceptional interest in almost any type of design.

Super Fortuna Ritesize

Capitalizing on the great success of their Fortuna Ritesize ($1.00) girdles of last season, Wolfe & Lang, New York, are bringing out for fall and winter selling a super quality Fortuna Ritesize garment. This new Fortuna will be similar in construction to the hit of last season and will, of course, come in the three lengths, short, regular and long. It will, however, be made of a finer quality lastex and knitting fabric which will make the garment absolutely run proof.

The new garments can be had in both the pantie and girdle-with-supporter styles and in three sizes, small, medium and large. Retail at $1.95. A green cover on the dust-proof Cellophane package will distinguish the Super Fortuna garment from the $1.00 number.

Permcrest Edging

Permcrest edging is made of a new material called Permatex. It's "curl proofed", so that it will always hang straight and crisp, washable and fast color and will not chip or peel. The new and individual designs of Permcrest are suitable for closets throughout the house in the bedroom, kitchen, reception room, pantry and children's room, and include French and floral patterns, hat and cane combination, cup and saucer and cooking utensils' designs, and nautical motifs. Dritz-Traum Co., Inc., New York.

Wonder End Curler

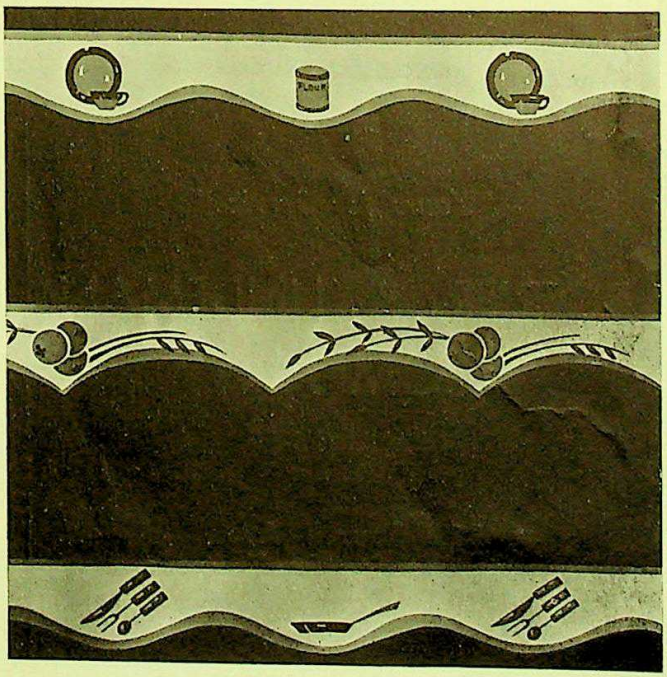
A new aluminum curler in short and long lengths has just been brought out by Ben-Hur Products Co., New York. This Wonder End Curler comes in two styles, one with perforated barrel with spring and one with elastic clasp. Three retail for ten cents.

New Compact For Carrying Perfume

An entirely new kind of accessory has been created by the Lormac Corp. of Hartford, Conn. Recognizing the inconvenience milady is put to because her perfume usually remains at home on her dressing table and realizing the danger of spillage when she carries perfume in her bag, Lormac has produced an ingenious new accessory allowing her to carry and apply perfume as easy as she does lipstick. In fact the new Parfumette, as it is called, has the appearance of a lipstick case. A mere touch of the tip releases one dainty drop of fragrance.

Parfumette is being introduced in twelve appealing colors in either plain or fancy pattern effects. It holds a half drachm of perfume. The makers point out that the ball bearing tip gives perfect mechanical protection against leakage.

The outer shell of the Parfumette is moulded with modern plastic material, which provides complete protection to the perfume in case the hand bag is tossed about. Parfumette retails from $1.00 up. The more elaborate designs are encased in gold and silver and jeweled.



New Permcrest Edgings

SWEEPING THE COUNTRY

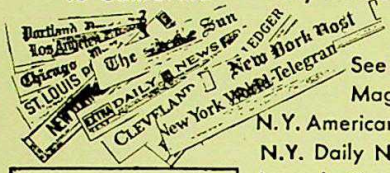
Shirley Temple DOLL CONTEST

Selling Millions of

VASSAR WAVER PUBLICITY BREAKS

In a thousand magazines and newspapers from Maine to California - - Fifty Million Circulation - -

A Million Users Already



See Vogue - Nations Style and Fashion Magazine; May 1st Issue, Page 108- N.Y. American, July 5th; World Telegram, July 8th; N.Y. Daily News, Cleveland News, Ladies Home Journal, Good Housekeeping, Pictorial Review, Womens' Home Companion and Hundreds of others.

Tie up with this Gigantic Publicity Campaign.

Double Your Vassar Waver Order Now !

Advertising Material for Shirley Temple Doll Contest On Request

SUPPLY LIMITED

RETAIL 4 for 10c 10 for 25c 21 for 50c

NOTE: In magazines where editorial policy prohibits mention of the words "VASSAR WAVER" - our merchandise will be spoken of as "The Little Green Rubber Curler"; therefore all colors but GREEN are discontinued

WRITE FOR PRICES AND SAMPLES

W. J. CALEY & CO. INC. Philadelphia, Pa.

MOTHERS SAY - "My child can sleep in comfort with Vassar Wavers"

Quality Notions

"FLEUR-DE-LYS" G P C "PE-AN-EL"

TRADE MARK BRANDS

"Yours for Service"

POIRIER & LINDEMAN COMPANY

Established 1896

373 Fourth Ave., at 26th St., New York

31 Bedford St., Boston, Mass.

Empty Closets ???
Certainly not! The closets in our Showrooms are filled with NEW things which we hesitate to show in this ad.
By all means ask to see our latest creations, something never before made. You will be surprised and delighted. It will be a tremendous drawing card for Sales.

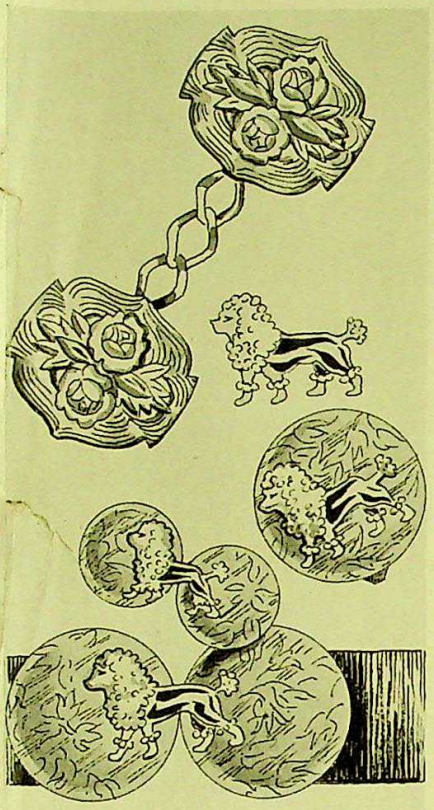
GRANDEUR PRODUCTS CO.

Formerly Judai Manufacturing Co.

24-26 West 25th Street New York, N. Y.

What's New in Notions . . .

XD 2/435



New metal novelties of B. Schwanda & Sons

Dona Display Heads

Her head may only be of wood (papier mache), but she's a dandy little sales girl just the same. Dona Manufacturing Company of San Diego is putting these platinum blond display heads out on a special deal and stores with good average volume report sales increases as high as six hundred per cent. Dona Products are backed by consistent advertisements in Photoplay and the Fawcett Screen Group of moving picture magazines.

New Pleated Edgings

The new line of pleated chintz edgings of Lasky Bros. & Elish, New York, has incorporated a number of new novelty trims. Included in these trims are: ball fringe, brush fringe, pleated organdy trim, and scalloped and twisted cord. The trims contrast the color of the edgings and make such color combinations as coral with peach, coral with grey, yellow with orange, blue with pink, and green with yellow. Two-tone flat braid and two tone rick rack make simple but smart trims on the pleated edgings. Gray contrasted with brighter-hued trims seems to be a favorite with the house, and should prove to be popular this season. All the edgings retail from 20 to 25 cents a yard.

The new "Safe Dot" safety pin with a wing-like device which prevents it from being swallowed, open or closed, by the most ravenous of babies. Made by United Carr Fastener Co., and marketed by Poirier & Lindeman Co.

Braude & Braude Again Handle Moskowitz Line

Braude & Braude, New York, manufacturers' representatives, are again

[redacted]

nintz bands
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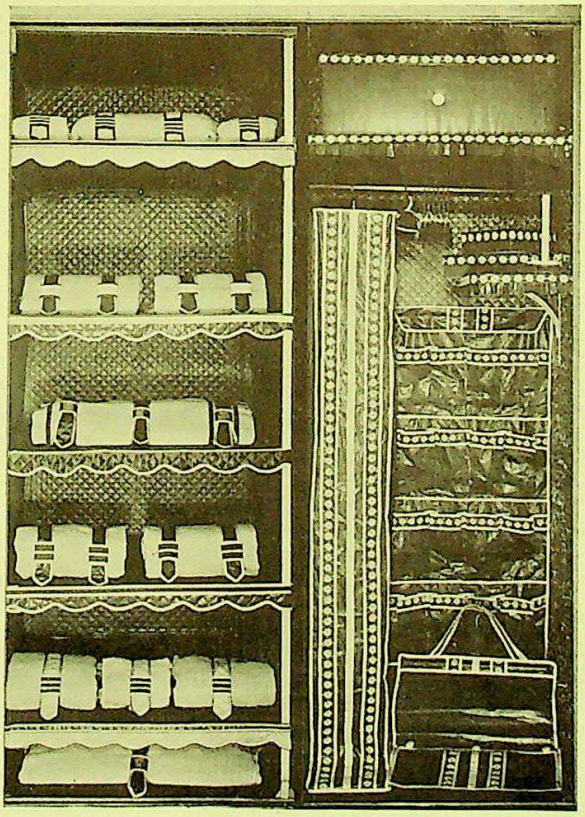
nsemble by
ts Co.



. . . What's New in Notions

Phantom Girdle

New Phantom Girdle

An innovation in a two-way stretch girdle is Kleinert's Phantom. The particular feature of this garment is an abdominal panel of Sturdi-Flex—a patented Kleinert fabric in which rubber predominates. It is lightweight, perforated and helps to maintain a flat contour at all times. Inviz-a-grip garters are used on this girdle.

This garment can be had in sizes small, medium and large, all 14 inches long. There is also an extra size, 16 inches long, for the heavier figure.

Star-shaped Thumb Tacks

Very decorative thumb tacks for your closet shelfing are star-shaped. They are enamel coated and come in gold, silver, and other wanted colors. 25 to a box. C. P. Shimm Co., New York.

Furniture Finish Cabinets

Solid wood furniture-finish utility cabinets are being offered by Jayhawk Mfg. Co., New York. Maple and walnut are the finishes which will be most important. The cabinets will be medium and large sizes and with shoe and lingerie combination drawers. They will retail from $3.50 up.

New Metal Creations

The Fleur de lys is the motif for one of the outstanding sets in the new fall collection of Nat Levy & Co., New York. Metal, which incidentally the company expects to be one of the leading materials for buttons and trims this fall, with antique gold and French grey finishes makes up this set. Its leaf ornaments are individually put together giving it a hand-wrought effect. The set includes a clip, buckle, slide, pin, belt front, buttons—in seven sizes—and cape buckle.

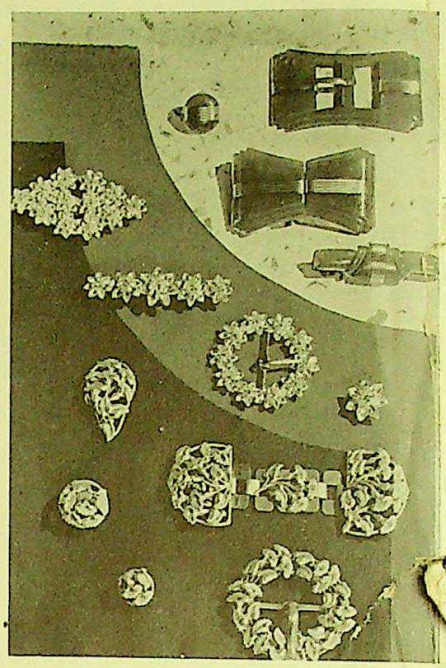
Other interesting sets in metal use the four-leaf clover, the maple and oak leaf as motifs. The same range of pieces are made in each of these. Another ensemble employs Catalin and metal combination.

New Glida Travel Kits

The Corvel Carry-all Bag is one of many new travel kits of the Glida Corp. of America, New York. It's made of a novelty silk pattern and is lined with Permatex, which is waterproof. Has four compartments for traveling conveniences. Retails for $1.00.

A two-piece utility set consists of a soap and washcloth bag. The latter contains a washcloth. Both are smartly covered and Permatex lined. Set retails for 39 cents.

Novelty plaid silk covers the Swagger Bag. This has a separate utility bag (with Glida fastener) inside and five individual compartments. Both bags are Permatex lined. $1.50 is the retail price.



Courtesy of Nat Levy & Co.

An exceptionally well-equipped traveling bag consists of two jars, two bottles, tooth brush and soap bags. This also has a Permatex lining. Bag made in moire retails for $1.95; in silk, $2.25.

A good-looking bag to retail at $1.00 contains two jars, a bottle and washcloth. It's Permatex lined and has two strap handles for carrying.

All the bags are, of course, equipped with the Glida Slide Fastener.

"Glida" Travel

XD2-432

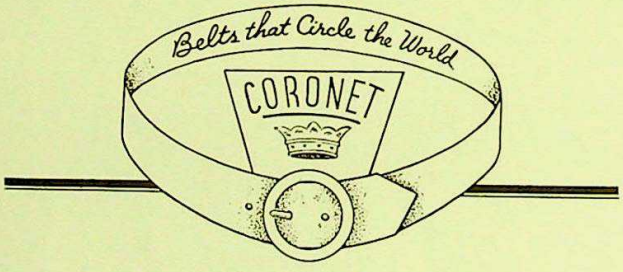
R&T *presents* Ladies' BELTS

NEW

IDEAS
FABRICS
LEATHERS
BUCKLES
NOVELTIES
PUT UP

THERE are a host of new fast selling features—clever bits of designing that incorporate suede, imitation leathers, fabrics, suedine, patent leather and calf materials with lovely buckles of wood, catalin, bakelite and metal. The result—lovely new Fall BELTS that are styled Right and priced Right.

Wholesalers: Get in touch with us NOW—the Coronet Line will mean extra BELT business for you in the 10c to $1.00 range. Wire for samples and Prices TODAY.



R & T BELT MFG. CO. INC.

(Formerly Robbins & Tenney)

347 Fifth Avenue **New York, N. Y.**

Factory at Keansburg, N. J.

Julius Tenney, Pres., Phones: CAledonia 5-7543, 7565

Chicago Representative—William Cook
Southern Representative—Irving Sircus
Coast Representative—J. C. Montgomery

HERE'S ADDED APPEAL

The fine hand carved technic with which modern smartness is executed in BURWOOD Buttons, Brooches and Belt Slides is a decidedly *plus* appeal that assures popularity. With animal designs, floral and nautical subjects, moving geometrics and rough-cut patterns represented in a wide selection, the new Fall line includes designs to suit every taste, particularly that of the *volume market*.

(Ask your wholesaler to show you the new designs)

BURWOOD PRODUCTS CO.

TRAVERSE CITY, MICHIGAN

Empty Closets ???
Certainly not! The closets in our Showrooms are filled with NEW things which we hesitate to show in this ad.
By all means ask to see our latest creations, something never before made. You will be surprised and delighted. It will be a tremendous drawing card for Sales.

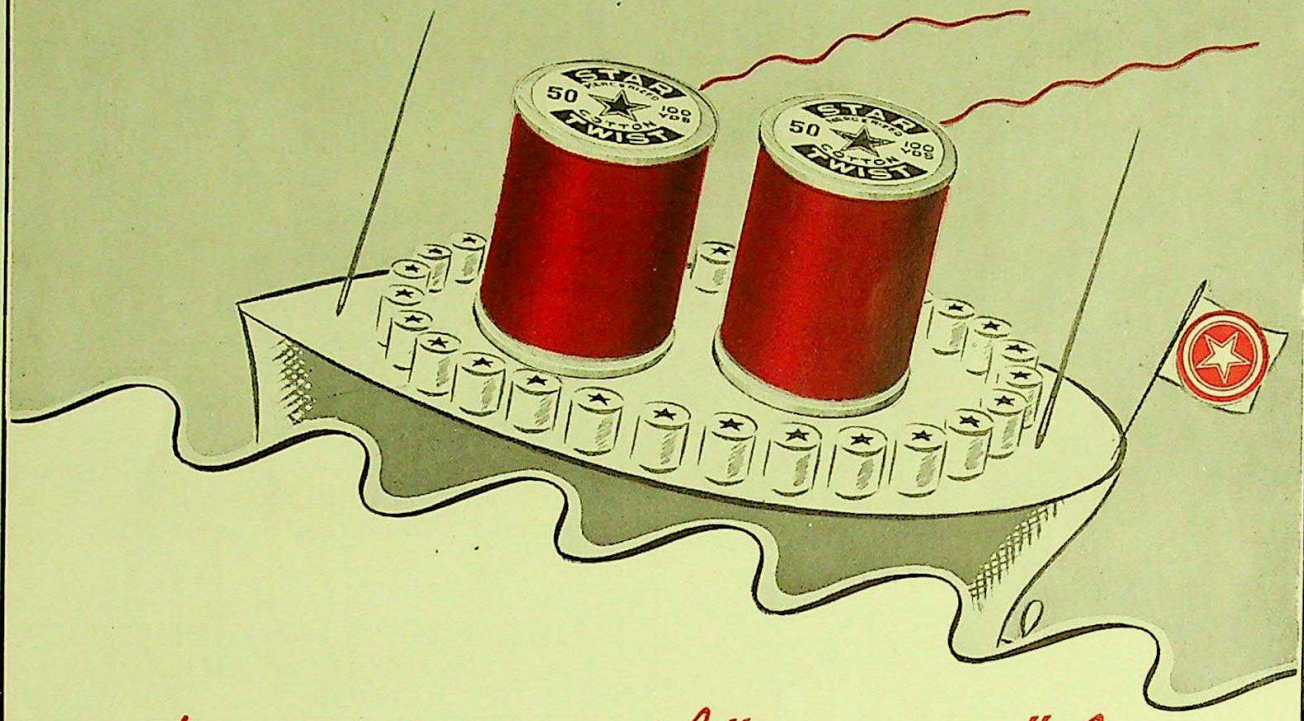
GRANDEUR PRODUCTS CO.

Formerly Judai Manufacturing Co.

24-26 West 25th Street New York, N. Y.

STAR TWIST

FAST COLORS - WILL BOIL



travel via the "STAR" line

ARTICLE 400 COLOR CARDS ON REQUEST

Book your passage now for smooth sailing throughout the Fall and Winter selling seasons. Make the most of STAR BRAND popularity and service. Signal full speed ahead with STAR TWIST — the outstanding mercerized colored thread. FAST COLORS — WILL BOIL. You will find it wherever the notion business is good. Complete colors of the season to match all shades. Retails for 5c.

AMERICAN THREAD CO.

TRADE MARK

GUARANTEED FAST COLORS

WILL BOIL

111 North Canal Street, Chicago
1718 Washington Ave., St. Louis
536 Mission Street, San Francisco

260 West Broadway, New York
179 Lincoln Street, Boston
1015 Filbert Street, Philadelphia

NOTION and NOVELTY REVIEW

XD 2/449

October, 1936

AGRICULTURE DEPARTMENT OCT 7 1936 LIBRARY

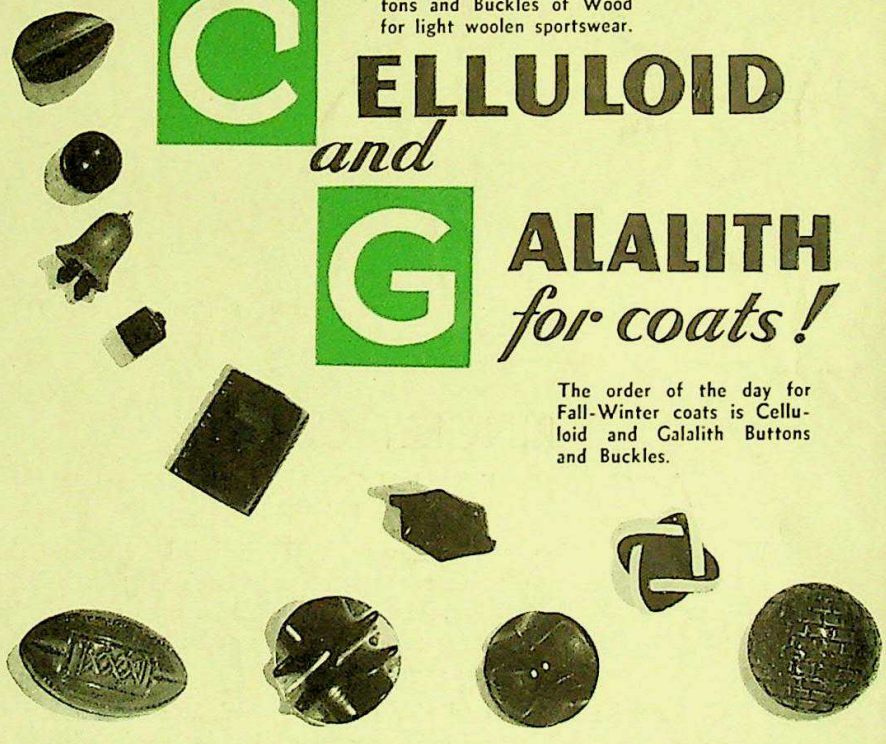
W OODS *for woolens!*

The new season simply DEMANDS fascinating Buttons and Buckles of Wood for light woolen sportswear.

C ELLULOID *and*

G ALALITH *for coats!*

The order of the day for Fall-Winter coats is Celluloid and Galalith Buttons and Buckles.



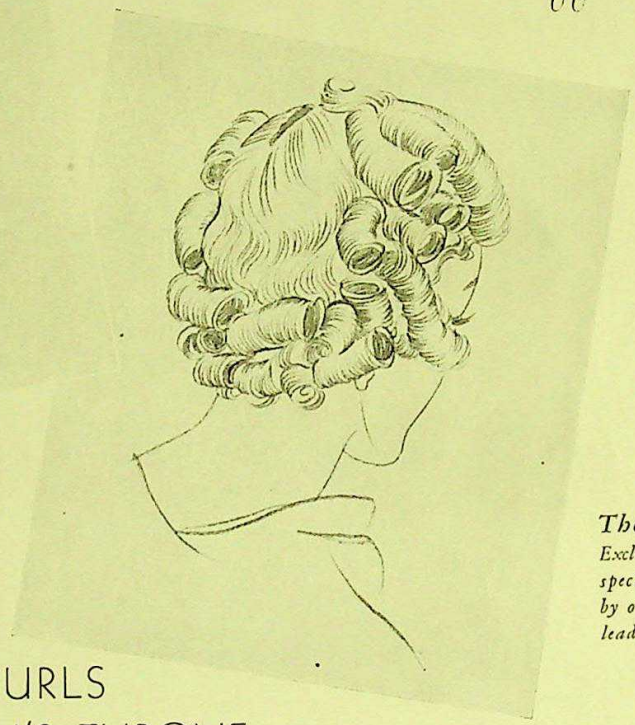
You can place confidence in the saleability of Blumenthal offerings.

B. Blumenthal & Co.
INCORPORATED
Manufacturers & Importers of Buttons & Buckles
1410 BROADWAY *Near 39th St., New York*
NEW YORK CHICAGO BOSTON PARIS

THE HAIRE PUBLISHING COMPAN

ROYALTY & RINGLETS

Sta-Rite Forecasts the Coming Coronation Coiffures



The **WINDSOR**
Exclusive coiffure created specially for Sta-Rite by one of the country's leading hair dressers.

RINGLET CURLS ASCEND FASHION'S THRONE

With the coronation of King Edward VIII scheduled for Spring, the influence of this important event is already beginning to have a definite effect on hair styles. Ringlet curls will be used extensively. The Sta-Rite 10¢ Line offers two types of pins suitable for use in ringlet curl coiffures.

1. Sta-Rite Ringlet curl pins (No. 265) — dainty little bob pins 1½ inches long with strong snap, hand-dipped finish and smooth round ends. (Also available in the Gold Medallion Line — No. 95).
2. Sta-Rite Scientifically Designed hair pins (No. 601) — perfect in length (1½ inches) and definitely held in place by their patented construction.

Your customers will soon be looking for these pins — stock up now and feature Coronation Coiffure accessories.

STA-RITE HAIR PIN COMPANY . . . Shelbyville, Illinois

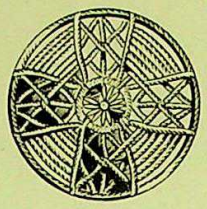
The Sta-Rite "Gold Medallion" Line is the aristocrat of the business with its rich regal gold background. Shown above is the Sta-Rite Hair Pin popular new box packing featured in Sta-Rite's National Advertising Campaign reaching over 5,000,000 of America's Action Women.

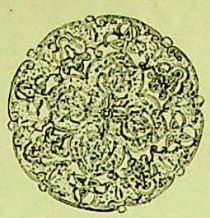
STA-RITE BOB PINS HAIR PINS

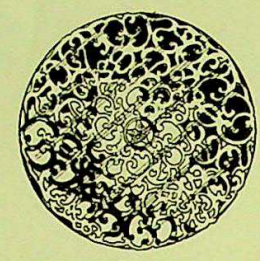
Vol. XLII, No. 2. THE NOTION AND NOVELTY REVIEW, *October, 1936. Entered as second-class matter at the post office at East Stroudsburg, Pa., under the act of March 3, 1879. Published once a month by the Haire Publishing Co., 34 N. Crystal St., East Stroudsburg, Pa. Executive and editorial offices, 1170 Broadway, New York, N. Y. Price $2.00 a year. Foreign $5.00 a year.*

XD2-479

Ultra Kraft







Fashion Turns to

GOLD

GOLD is the most-mentioned word in the fashion reports, the most-seen trimming in all the new fashions. And gold trimmings mean gold buttons, slides and buckles. Schwanda is showing all the glamorous glittering gold trimmings that are sure to be your best sellers. Illustrated are gold Filigree Buttons — elegant, exquisite examples of gold buttons at their best. And here's something to remember — everything Schwanda shows in gold, Schwanda also shows in silver.

Schwanda for BUTTONS

B. SCHWANDA & SONS • 79 MADISON AVE., • N.Y.C.

ATTENTION JOBBERS—Our representatives will show you these distinctive Buttons and Slides in the near future. We are confident you will be interested in this leading Fashion Line

RETURN TO DESIGN DIV.

When a Notion Buyer Trains His Salespeople He Should Take Out "I" and Put in "We"

Says G. W. Osborn

Buyer, Golden Eagle Dry Goods Co. Denver, Colo.

● The average salesperson will run an average or normal book, under indifferent sales training by the buyer. Lack of interest on the part of the buyer in the people working under him will not only keep the department sales down but will result in help being changed every few months.

The first requisite in building up a sales force that will carry your department over the top is "Remember the human element, never lose sight of the fact that you were once a salesperson yourself."

Secondly your salespeople have to sell the merchandise you buy. Awaken an interest in them, make them proud of your selections, tell them why you made those selections, what you paid for the merchandise, what it will retail for, make them a part of your buying.

The following factors are taken into consideration when we select assistants or heads of stock.

1. Individual Preferences of Salespeople

Individuals have preferences for individual items. We study these, and when a salesperson shows a marked interest in certain types of merchandise, and her sales run high on these, we give her the responsibility of handling these items. She is trained to take care of that stock, and soon makes it her "baby." Then sales increase.

2. Aptitude to Style Merchandise

Some salespeople have a sense of style which may be lacking in others who may be competent at selling. Selecting the style-conscious person, giving her the high style merchandise to take care of, she becomes of greater value to the department. She will be more interested in keeping in constant touch with the new styles, thus being of invaluable help in aiding the buyer to select style merchandise.

3. Tact

Heads of stock or assistants must of necessity make adjustments, and placate irate customers, when the buyer is off the floor. The person running the highest book may be an efficient salesperson, but when it comes to making adjustments she may be totally lacking in tact. Therefore in selecting subordinates a thorough knowledge of how to handle the customer with tact is essential.

In training heads of stocks we lay out a definite working plan, not just a "well you take care of this stock and report to me when we need merchandise," one.

The salesperson must be trained to handle that stock as though it were the only stock in the store.

(Continued on page 57)

Stern's..the bureau
for missing
BUTTONS
You'll find a new *button* for every one that ever popped—at Stern's. And a brand new bevy of *buttons* as interesting as a side show —giant *buttons*, midget *buttons*, skinny *buttons* and fat *buttons*. There isn't a *button* missing or a *button* hole that can't be *buttoned* here. Be it the little *button* on a baby's shirt, or a pearly pill to perch on your latest frock, don't let a *button* baffle you. Just butt in at our notion counter and you can bet your *buttons* you'll find that *button*. MAIN FLOOR
STERN BROTHERS—42ND STREET WEST

Stores are giving outstanding importance to buttons this season, and Stern Brothers make them a particular feature in the above advertisement.

Aggressive Advertising
Tempting Displays
Alert Attention

RETURN TO
DESIGN DIV.

The Three Essentials of Success for Tomorrow's Notion Departments

By Andrew J. Haire*

President of National Notion Association and Publisher of Notion and Novelty Review

● The Notion Department may truly be called the mother of the department store. From the early days when all stores were styled "Dry Goods and Notions" it has grown into the many departments which today occupy the main floor in most department stores. In fact, it has often been said that the Notion Department is a miniature department store in itself because its great variety of merchandise has to be sectionalized into sub-departments. Its importance has increased vastly in the past decade until at present it occupies a most enviable position in the store as regards comparative profits and promotional value.

The Notion Department has gained recognition as the great trade attractor for the entire store. Some ten years ago we proved that one out of every ten customers who enter the store buys something at the notion counters. We believe this percentage is constantly becoming larger. This is a tremendous percentage. Store owners and managers are recognizing more and more the great importance of the department, and now are giving it more attention and greater opportunities for extension and development.

The primary objectives of the National Notion Association are to cooperate with the stores, with its management, with its merchandise men and buyers and with their selling staffs, to help get out of the notion business all its latent possibilities.

*An address before the first Chicago Convention of the National Notion Association at the Palmer House, September 22, 1936.

Andrew J. Haire

We are a different type from the ordinary trade association. We represent eleven distinct types of manufacturers. Our membership ranges from thread to scissors, from pins to dress shields, from closet accessories to sewing accessories. Our only common point of interest, as a group, is the field we sell, the notion departments. And for fourteen years we have been striving to be of constructive help.

Before continuing, there is one thought I'd like to leave with you. The Notion Department management as a whole is still woefully behind the other departments in the modern store in general promotional enthusiasm. They do not realize, many of them, the *real* possibilities for consumer satisfaction their department holds. They don't do enough advertising. It is really a joke how little they do and how frightfully drab and unemotional that small amount appears.

They don't get enough window space because again they don't dramatize the individual thing, but again insist on the catalogue idea of showing everything. They could easily tie up and display suitable merchandise with almost every window in the store by proper cooperation with the other departments, especially with the display, promotion and advertising departments. Finally, too many of the Notion Department displays still smack of methods of 25 years ago, although during the past 10 or 15 years a marked improvement is to be noted.

All these things are to help to bring the woman into your department. Now what are you going to do with her?

The National Notion Association remembers that there are up to 20,000 different items in the modern department. It also is keenly aware that one out of every ten sales is made in this department. In other words, so many customers come to the Notion Department that we have always been anxious to do anything toward increasing the efficiency and the personnel behind the Notion Department.

For too many years this personnel has not been selected with a full realization of the importance of the functions that they are to fill. They have been too often regarded as the nearest thing to an automaton in the shape of a clerk the store has. But the successful Notion Departments, the ones that are going ahead (and the Notion Department as a whole is going ahead, both in volume and profits) has caused us to prepare a Sales Manual for Salespeople which

(Continued on page 57)

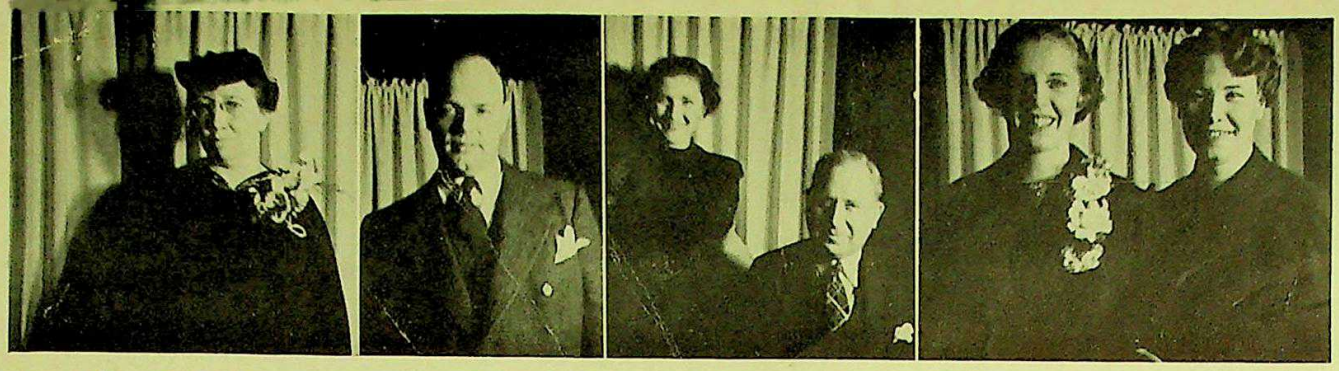
Upper Left: Catalin is the basis of some of these floral and modernistic leaf designs. An unusual heart-shaped button of the same material features an arrow of prystal. A seafaring button carries a schooner available in a variety of pastel tones. From Schiaparelli comes the inspiration for a hinge button—known by its three black spots—in a combination of Catalin and prystal. For the animal-minded there are plain buttons with various fish, bird and animal motifs. Sea shells in pastel colors complete the picture. Courtesy of Harlem-Adler & Co.

Lower Left: Novelties include love birds, painted on Catalin, fish, and small-size umbrella buttons in pastel colors. Glass rose buds in two-tones make interesting accessories when used in numbers on the front of a dress. An oyster-shaped button is made of celluloid. The confetti buckle in the novel fan shape is made of prystal. The two buttons shown above, the spinning top and square button with rounded edges, make good blouse trimmings. The unusual button and neck fastening at the right is made of three-tone Catalin edged with wood. Courtesy of Streamline Button Company.

Upper Right: This tropical fish with his iridescent coloring should inspire a good haul of any fisherwoman. The seashell is a real one, simply cleaned and polished. The "girl on the sea sled" makes an attractive pin. Fruit, flowers and anchors are painted in colors on plain buttons with white background. Buttons and buckles feature palm trees cut out by hand in dark two-color combinations. A good-looking two-piece buckle with yacht motif comes in white with blue or red. Buttons match the buckle. Beach umbrellas in awning colors come in two sizes, and are complete even to the protruding tip at the top. Courtesy of B. Blumenthal & Co.

Lower Right: Ships in colors on buttons match buckles featuring anchors. Gold and silver crowns top glass buttons. The carnation button in glass of pastel colors makes a good blouse number, as does the drum button of galalith. Buttons of glass buds have slides to match. A novel time keeper is made of white galalith with the numbers and hands in gold or silver. A complete ensemble consists of the clip—sketched—buttons, slide or buckle, made of galalith with daisy motifs painted thereon. Courtesy of B. Schwanda & Sons.

RETURN TO DESIGN DIV.



Snapped by our Candid Camera at the Bingo Party of the Notion Buyers Club were (left to right): Miss Kathleen Kinsella of Gimbel's, president of the Club; Robert Curran of Kresge's, chairman of the committee in charge of the party; Charles A. Gates of Altman's, vice-president, and his assistant Miss Eleanor Mandel; Miss Mae Gallus of Loeser's and Miss Alvina Voelker of the Associated Merchandising Group.

Buyers' Party a Huge Success

More Than Five Hundred Representatives of Industry Attend First Social Event of Notion Buyers Club

RETURN TO DESIGN DIV.

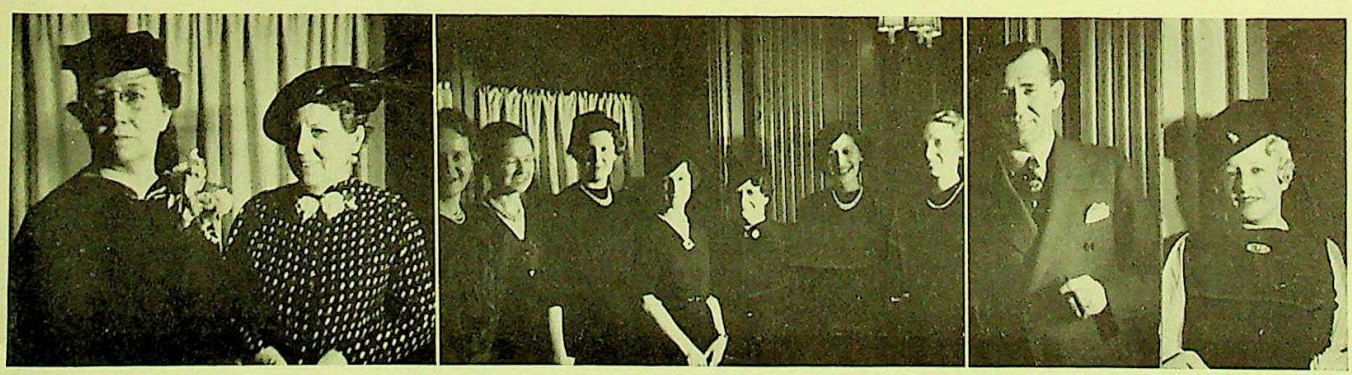
● With more than five hundred notion buyers, merchandisers, manufacturers, salesmen and friends in attendance, the Bingo Party of the Notion Buyers Club, held at the Hotel Pennsylvania, New York, the evening of Tuesday, November 17, was an unqualified success. It was the first social activity of this recently formed buyers' organization and augurs well not only for the success of the Club itself, but for any future activities.

Practically all of the important buyers of New York City and adjacent cities were present, and among the guests were buyers from as far away as Miami, Florida, Mrs. M. A. Pendergast of Burdine's being the Florida representative. But buyers and retailers were not in the majority for manufacturers and their selling representatives turned out en bloc; in fact, a list of attendants would almost comprise the roll of the eastern division of the notion industry. The party was announced to start at nine o'clock, but fully an hour ahead of that time the guests began to arrive and enjoyed themselves in an informal reception in the room adjacent to the hotel's small ball room. In the latter chairs were arranged in theatrical seating plan, forming semi-circular rows facing the center of the room stage. With the call to play the seats were filled in a veritable twinkling and ushers sent for additional chairs to care for the overflow.

Miss Kathleen Kinsella, Gimbel's capable and popular buyer, in her role as president of the Club welcomed the guests in a short but appropriate address. During the course of her talk she thanked the trade press for the advance publicity it had given the party and then spoke in high terms of the November issue of THE NOTION AND NOVELTY REVIEW. "This Directory issue is a wonderful and valuable piece of work," she said, "and I advise all buyers who may not have a copy to secure one for their permanent files."

Charles A. Gates, Altman's buyer and vice-president of the Club, emphasized the fact that the organization would do everything within its power to assure the success of the coming National Notion and Novelty Exhibit to be held next February.

(Continued on page 33)



(Left to right) President Kinsella with Mrs. M. A. Pendergast of Burdine's, Miami; A group of Macy and Bamberger buyers and assistant buyers; A. L. Becker of the McCrory stores; Miss Irene Besthoff of the L. M. Blumstein Co.

VANDERVOORT'S..THE
BUREAU FOR MISSING
BUTTONS
Don't let a *button* baffle you . . . head for our Notions Counters and you can bet your *buttons* you'll find a new *button* for every one that ever popped. We have a bevy of new ones as colorful as a side show . . . giant *buttons*, midget *buttons*, skinny *buttons* and fat *buttons*. There isn't a *button* missing or a *buttonhole* that can't be *buttoned* here.
buttons—first floor

Mrs. Retta W. Lewis, capable notion buyer for Scruggs, Vandervoort & Barney, St. Louis, recently used this effective and attention compelling newspaper advertisement to promote her button section.

Chain Stores Active

(Continued from page 25)

impression that chain stores sell at a lower price.

Retail merchants in some cases have dropped items because they are sold at the ten-centstores at a price which to them would be a loss. The container may be the same size, but examination would show that the contents is only three-fourths as large. As the brands may be well known and popular an explanation or comparison would hold more customers than throwing such brands out of stock.

The chain stores have one decided advantage. Every manufacturer, importer or selling agent who is looking for volume is sure to offer his goods to the chains. He regards it as most satisfactory business as it is steady and payments in most cases are prompt. Thus the buyer for the chain hears of goods that never come to the attention of the independent merchant.

In this way a few items come to be considered strictly chain store goods. The independent must stock similar goods of a different factory at perhaps slightly higher price, which higher price in most cases carries a better value.

The chain store buyers are not particularly anxious to obtain these special items as the strength of the chain store attraction is the thought that the same goods can be bought, as are stocked in other stores and with the supposition that the price is lower. Special goods that can only be found in the chain store, if they were carried in any great number, would immediately bring up the question of comparison in quality, size, or value.

For ordinary purchases the chain store has but slight advantage, for many products the independent can obtain exactly the same price. For other products there is a quantity discount which could only be obtained by bulking orders through some purchasing organization. The cash discount is, of course, taken advantage of by the chain and many independents neglect this additional profit. In the purchase of goods the chain can obtain few concessions so far as price and discount o[illegible] same goods, but it does profit ordering in quantity sufficient to ob[illegible]tain special containers, and through having more things offered and thus obtaining a sort of first choice of the market.

In general organization the individual chain store is usually of comfortable size and give far more space to display than the independent would allow for goods of the same character. This better display is an immense advantage.

The location is always in a district of crowds which makes the rental value of the chain store high. The selling force are practically automatic money-takers and package-wrappers and are therefore low salaried.

Bingo Party

(Continued from page 19)

Robert Curran, Kresge's buyer and chairman of the committee in charge of the party, told the aims and aspirations of the Club, saying that in the powerful National Notion Association and the alert and active Notion Round Table the industry was two-thirds organized. "With our Club we complete the picture and the three organizations working in harmonious cooperation can do great things for the industry as a whole."

After he explained the method of play for Bingo, Chairman Curran called on John W. Hine, buyer for Gimbel's Central Buying Office, to be the official scorer, and asked a group of New York buyers and their assistants to be distributors of the playing cards for each game. From time to time until shortly after eleven o'clock some dozen or more games of Bingo were run off with suitable and substantial prizes for each game. Interest ran high and competition keen, with several of the games resulting in a deadlock of five or more winners.

With the final game the rug was removed from the floor and dancing was enjoyed until an early morning hour.

All who attended were high in their praise of the manner in which the party was conducted and expressed to the officers and members of the Notion Buyers Club their sincere wishes for a highly successful and useful future.

METROPOLITAN MOVIES

Trade Mark Reg. U. S. Pat Off.

"This buckle looks kinda cheap, but I could take it off and get one in the five and ten."

Courtesy New York World-Telegram

No Place for Sleeper

(Continued from page 22)

attention but no excess of verbiage should be indulged in. The remaining outstretched hands are also customers. Ten small sales equal one big one that had to be made by time using sales talk. The demand for the higher priced articles will supply its own sales if the goods are displayed.

In the smaller store sales are often more leisurely. Where customers are fewer and have more time it usually happens that both clerk and customer are acquainted with local activities outside the store. In these cases conversation may be of value in increasing sales. Customers go to the store because it is friendly, they like the little chat with the sales girl and acquire the habit of relying on information she gives about the various items which it is desired to purchase.

Aside from the large and small stores there are several grades of medium size stores. In these the notion department varies from crowded to less crowded. The handling of customers must vary accordingly from quick service to friendly selling service, and include actual suggestive selling as well. Each individual store must be studied from its own particular standpoint. The watchword with everyone in the department should be service, the quick and rapid waiting on of customers, but in a manner that does not slight the individual. An opportunity can always be found for a word or two covering each sale but it should be impressed upon every girl that at almost any moment of one sale there are several other customers who are waiting.

The Notion Department has lost business in some cases to the chain stores because the department store could not, or did not want to recognize the pick-up quality of the goods and disregarded the four essentials of such competition.

1—Plain price marking.
2—Unit display.
3—Quantity showing.
4—Arrangement of goods, which allows examination and handling.

As factors that exert some influence on questions of this kind is the amount of store space required for similar type of display and the drawing power of the Notion stock alone, as compared with that of the larger number of articles shown by the chain store.

The big department stores are expanding the Notion Department to include all manner of personal and household utilities of small size. They are finding out that open displays sell more of these type of goods than glass enclosed ones. Notions are getting more floor space and by slow degrees it is gaining on the chain store competition.

In an effort to bring to the attention of the sales clerks themselves many of the thoughts that are embodied in this article, as well as a great body of technical information regarding all kinds of Notion stocks, the National Notion Association is preparing to publish the NOTION DEPARTMENT MANUAL which will be distributed to all department stores in the country shortly after New Year's. There is no phase of activity in a department store where instruction is more needed than in the art of selling and it is to meet this very urgent need that this manual has been prepared.

Notions as Gifts

● Notions gift items about which we hear a lot should favor all kinds of powder puff assortments, men's and women's garter sets, pipe racks, lingerie and handkerchief cases, travel and scissor cases, sewing kits and boxes, pin cushions in the guise of dolls or toys, and, of course, the closet ensemble gift packages which everybody seems to be working out in their own independent way.

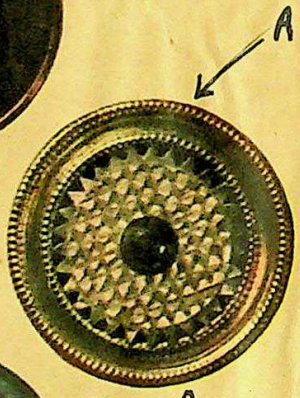
THE FAMILY CIRCLE 5-16-41

MAY 16, 1941

THE FAMILY CIRCLE

BUTTONS . . . are 4,500 years old, but only recently have they become a hobby rage. Stewart Robertson describes all kinds of buttons, including 18th-century ones like those shown below

CESAR ROMERO . . . is not the man you may think and that isn't a crack, either. Harry Evans brings him into focus in his snapshots of people and incidents at a big Hollywood party



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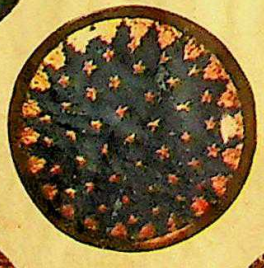

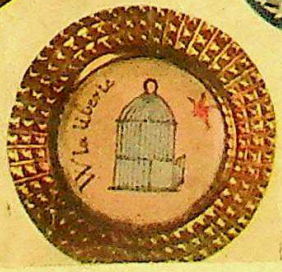

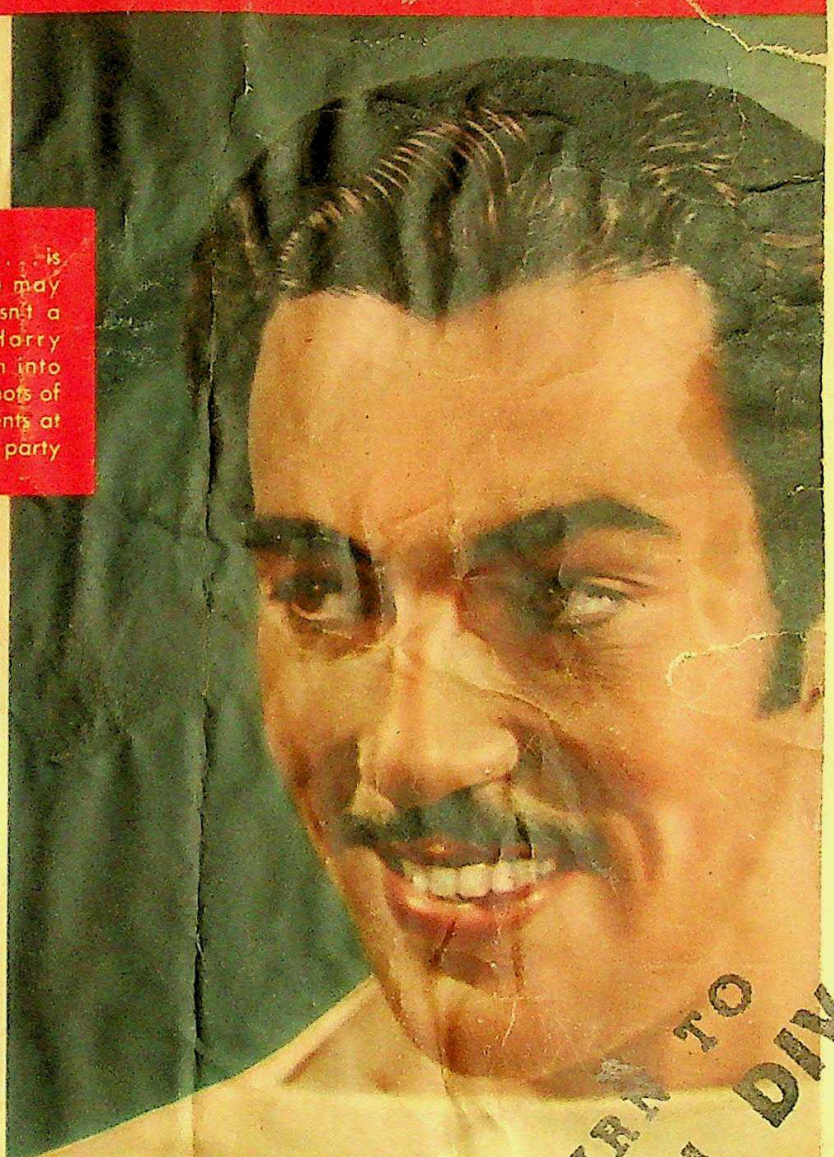

RETURN TO DESIGN DIV.

5-16-41

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MAY 16, 1941 XD 2/449

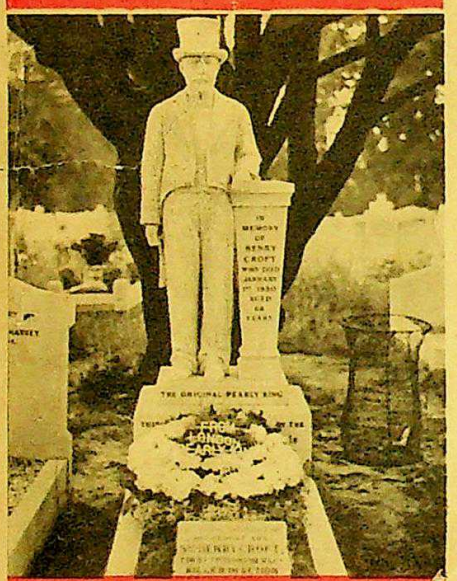
WHO'S GOT

A cut-steel jacket button with a design of circles around a diamond-cut center. Hundreds of separate pieces are combined

This button, for a greatcoat, is silver and dish-shaped

These agate buttons go back to around 1850, but ones like them are still made today

A French beau hands his belle a nosegay. The design is painted in green on ivory



Each year London's costermongers elect a pearly king (and queen). The original was Henry Croft, whose memorial is shown here

ALL BUTTONS SHOWN FROM THE COOPER UNION MUSEUM COLLECTION

WE can't get away from them. They're all around us – sustaining, decorating, holding us together before a censorious society; at once a necessity and a comfort—yet we never give them a second thought. I'm talking about the lowly button, which enters so intimately into our daily life that we take its vital services for granted. But now it is edging toward the spotlight of publicity, for it is fast becoming the quarry of countless collectors, arousing in them the requisite emotions of admiration, envy, and, I regret to say, some greed. It has, in short, arrived.

Myriads of buttons were designed only to prevent embarrassment. Others have been fashioned with a bow in the direction of the arts, and it is over these that the connoisseur gloats—but in a nice, tranquil way, for button collectors are home-loving, easygoing people. The hobby has not yet reached the feuding or name-calling stage, as there seem to be plenty of buttons to go round, and there is no record of one devotee's murdering another to possess a piece of pearl that held the knee breeches of Louis XVI, rather than the king himself, in suspense. Men have died, and worms have eaten them, but not for buttons.

One of the beauties of button collecting is that no one so far seems to know all about it, and the chances of becoming an authority on some special phase are good indeed. Another point in its favor is that no inhibitions from the distant past hang like a pall over this avocation, ruling as to what is and what is not cricket. Buttons are linked to antiquity only by ropes of sand, and the average collector fails to run a temperature when he learns that buttons existed in Egypt 4,500 years ago.

Our word "button" is derived from the French *bouton,* meaning a bud, or protuberance, and for want of a better word it has been applied to the small ornamental disks unearthed in various parts of the world. Lots of them have been discovered in Egypt, and to quote Sir Flinders Petrie, the famous Egyptologist, "It is best to keep to the fact of the button form and call them buttons, understanding that they are not buttons for fastening any more than a Chinese mandarin's button of rank." Such disks probably were used as badges or, in the case of the pierced variety, were strung as necklaces. Other attempts have been made to prove that the Greeks may well have used a shoulder button to drape their garments, but no case stands up. In fact, if any stout soul wishes to maintain that point further, let her bring along an Egyptian or Grecian buttonhole, and then the buttonaires may give her serious attention.

THE first button could have been a caveman affectation of a grooved stone or a tough twig tied to a leather thong, but we won't go into that now. The human race got along well with buckles, pins, and girdles possibly until the late 12th or early 13th century, when buttons appeared in both literature and architecture—in the latter case on some sculptured female figures in Chartres Cathedral, France. This adornment was used as a mark of respect to the personages so represented, as in those days only the nobility could afford buttons, which first appeared in gold and silver studded with precious stones. Their manufacture was restricted to jewelers, but as the years passed, a guild of button makers was organized to produce a more plebeian crop in horn and bone. Yet even then the common man didn't aspire to such swanky decoration.

His wife did, however. She bedeviled the button makers until they were experimenting in a dozen different materials, and when Lady Guinevere rode abroad embellished with a golden shower of buttons, not many days elapsed before Madam Housewife was flaunting a passable imitation in brass, which glittered just as brightly. Of such stuff is fashion made. Buttons multiplied in a guinea-pig ratio, and while a mere 70 or 80 buttons was considered *au fait* in the 14th century, King Francis I of France outbuttoned everyone some 200 years later by wearing 13,600 golden disks on one court costume.

It became impossible to be on friendly terms with anyone without encountering buttons at every point, and this was seized upon by some sinister gentlemen who desired to cool off their enemies without resorting to swordplay. Enter, therefore, the poison button, a lethal weapon lurking dangerously among a set of innocent counterparts, the only difference being that it had a sharp spike in the center that connected with a small vial of poison hidden in the wearer's clothing. It was no trick at all

Three of 30 buttons, all different, in a salesman's kit in the Cooper Union collection (not the kit described in the article, however). These are embroidered in silver and gold

A button commemorating the Montgolfier brothers' balloon ascension, 1783

THE BUTTON?

XD2 435

The oldest button (17th century) in the Cooper Union Museum. Four turquoises surround a black cross with a center pearl

Button designs have humor. A hunter peers into bushes for the rabbit that's behind him

The liberty cap was a popular design on buttons during the French Revolution

And even bugs under glass

BUTTON COLLECTING IS ONE OF OUR FASTEST-GROWING HOBBIES. HERE IS A SUMMARY OF WHAT'S IN A FAMOUS COLLECTION. IT SHOULD HELP YOU IDENTIFY RARITIES

BY STEWART ROBERTSON

to brush against a business or romantic rival, wound ever so slightly, and then shuffle off to order some flowers for the inevitable funeral.

As no one could match the gilded garnishings of Francis I, the best minds judged his to be mere vulgar display, and the pendulum of style swung toward quality and uniqueness. In the 18th century, when buttondom really flowered, the Count of Artois went mincing forth in a set of diamond-incrusted buttons, each one coyly concealing a miniature watch. This should enlighten many readers who, like the writer, possessed no information anent the history of buttons except the story of Frederick the Great's boost to the industry. Freddy, a double-dyed disciplinarian, once looked down at a sentry in the palace courtyard and saw a shocking sight that caused him to add three buttons to the sleeve of every soldier's coat. And forever after it wasn't practical for a Prussian Guard to draw a cuff inelegantly across his nose. That, says legend, is the reason John Doe slavishly wears three or four buttons in the same place today.

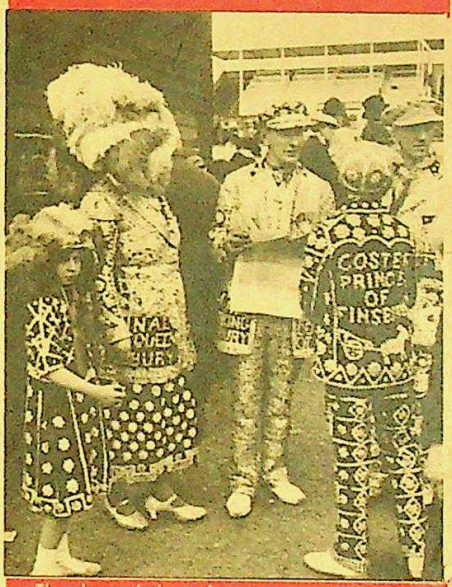
THE 18th and 19th centuries saw artists bringing their talents to the creation of buttons for the individual. With all the gorgeous hues and rich materials used in men's and women's raiment, the contrast of buttons with velvet and brocade ended only with the imagination. Dandies walked out with garnet buttons on a vest of dove gray plush; ladies spaced sapphire or turquoise disks against billowing yellow silk; coats of arms were etched in crystal to glisten on satin black as ebony; monograms were twined in flush-tinted pearls to glimmer softly on all the pastel shades. And all these buttons, once scattered so prodigally, are rather difficult to find today. In all New York City there is only one public collection, and that one belongs to the Cooper Union Museum.

I spent some time there poring in private over these links with our forefathers, and there was scarcely a really ugly one in the 4,000-odd in the collection. I'm not going to try to identify them, for buttons are rarely dated or otherwise marked, so all I'll say about their origin is that they were produced in Europe during the two centuries previous to the one in which we live. With luck you might find duplicates in the dark corners of an antique shop, or even rattling about in the drawers of an ancient sewing machine.

The first buttons I noticed were a set marvelously inlaid with colored metals to form different flower patterns. They were contained in a salesman's sample case, on which a scrap of writing revealed that they were being shown to Parisian prospects in May, 1780, that the price was 10 livres for a set of 60, and that 10% would be deducted for cash. (A livre was a coin equal in value to one pound of silver.) Then there was a shower of small calico-patterned buttons, done in rose, violet, or blue, with the designs worked out in diamonds, squares, and fern fronds. Calicoes are among the most popular with today's collectors, for they are bright, friendly little disks that retain their freshness over long periods, and the modern varieties are on a par with museum items.

Buttons such as I had never dreamed existed were disclosed as I examined the Cooper Union Museum collection. A bouquet of color and gilt was enameled on china rimmed with gold. A cut-steel juggler tossed bits of steel into the air on a maroon ground; a galaxy of beaux and belles graced a set of painted buttons, one in green on ivory picturing the

(*Please turn to page* 24)



The dress clothes of costermongers in London's East End are covered with thousands of buttons. This family is at the races

Dutch silver buttons like these were worn in the 1700's by hunters and sportsmen. Why these stout fellows fancied the milkmaid design is a mystery, unless that represented a quarry

"Why spend more?

AIRWAY GIVES US JUST THE MELLOW MILD FLAVOR WE LIKE!"

HERE'S WHY THIS GRAND COFFEE COSTS SO LITTLE

1. Knowing my weakness for quality, the grocer said: "You like a smooth mild coffee, Mrs. Williams, and here's one I'm proud to recommend, *Airway!*"

2. "This choice blend is also a money-saver! With direct roaster to grocer delivery and rapid sales Airway can use a thrifty bag, keep down expenses!"

3. "Freshness is also assured. I get Airway in the bean, grind it when you buy! I think you'll like Airway. If you don't, I'll return your money!"

THE *Aristocrat* OF THRIFTY COFFEES

AIRWAY COFFEE

DWIGHT EDWARDS COMPANY
San Francisco • Los Angeles • Portland
Denver • Dallas • Washington, D. C.

"THE DEVIL AND MISS JONES"

Produced by RKO
Directed by Sam Wood

CAST—Jean Arthur, Robert Cummings, Charles Coburn, Edmund Gwenn, Spring Byington, S. Z. Sakall, William Demarest, Walter Kingsford, Montagu Love, Richard Carle, Edward McNamara, Charles Waldron, Edwin Maxwell, Charles Irwin, Regis Toomey.

SITUATION—During a labor demonstration in tycoon Charles Coburn's department store, one of his minor investments, Coburn decides to investigate for himself with a view to ferreting out the labor leaders. Under an assumed identity he goes to work as shoe clerk and is adopted by salesgirl Jean Arthur, whose boy friend, Robert Cummings, is trying to organize the employees. Coburn learns a few things about store conditions. . . .

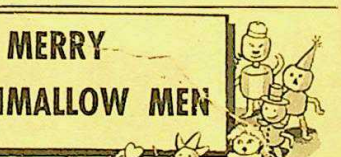
COMMENT—Jean Arthur is billed as the star of this picture, but Charles Coburn is by far the outstanding performer. He has the most footage and the meatiest role, and to hand one of Mr. Coburn's ability such an opportunity is to insure subordination for everyone else in the cast. His role is that of the "devil" in the title, signifying how he is regarded by his employees, who, he finds, are not getting a square deal at the hands of his managers. Mr. Coburn's scenes as clerk in the store are delightful. Be sure to watch for the scene in which he makes his first sale, and for the scene in the Coney Island police station, where Robert Cummings comes to the defense of Coburn, who is being held as a petty thief. That one brought cheers from the preview audience. The tag scenes are also good; and prepare yourself for a surprise.

Norman Krasna's story and screenplay are an excellent job. As Mr. Krasna also acted as coproducer, with Frank Ross (who is Jean Arthur's husband in real life), we may assume he was free of the abundance of supervision encountered by most screenwriters.

All the principals are at their best, though Miss Arthur's role is eclipsed by Charles Coburn's. However, she has several splendid scenes, the best of which, in this reviewer's opinion, is when she is explaining to Coburn how she feels about Robert Cummings.

OPINION—A grand time for all.

MERRY MARSHMALLOW MEN



Graduates and grooms—professors and perambulators parading across your table! And you make them yourself—with marshmallows! A clever booklet, PARTY FRILLS has original ideas, instructions and illustrations for making favors for engagement, graduation, baby showers, and 4th of July parties. Also included are delicious recipes for marshmallow desserts and salads. Send your name, address and 10c to JULIA LEE WRIGHT, Homemakers' Bureau, Box 660MP, Oakland, Calif.

Stop that Itch

Relieve itching of eczema, rashes, pimples, other surface skin conditions. Use cooling antiseptic **D.D.D. Prescription.** Soothes irritation and quickly stops intense itching. 35c, 60c, $1.00—or write for free sample bottle. D. D. D. Corp., Dept. 601, Batavia, Illinois. Send Now.

Be Yourself

I HAD just finished a speaking engagement at a Midwestern college where my host, a distinguished professor of English, feels himself, although in late middle age, to be rather on the young and dapper side. Actually he hasn't any of those middle-age convexities which shut a man's vision off from his shoes. And, straight and brisk, he makes a point of always appearing young in spirit in spite of his gray hairs.

By some strange fiction, a quarter of a century ago a rumor arose that spread his fame as an amateur boxer of some standing. In college circles a rumor like this is passed on from class to class until it gets to be, if not true, at least a tradition. For our would-be perennially youthful English professor it was a reputation easier to accept than to repudiate, so he let the idea grow. And its most recent result at the time of my visit was an incident which the professor told me about with glee, even though the joke was on himself.

The evening before my arrival a naïve freshman had called on him. The study of English and the poets of the 19th century had suddenly seemed to the freshman a virile and masculine subject and he doubtless had had Byron in gloves glowering from his corner at Walt Whitman, each ready for the fray. With an admiration somewhat touched with condescension, he had said to my friend, "Is it really true, Professor Planchett, that you were a champion boxer in your *prime?*"

THE train was taking me from Cleveland to Boston, and when we stopped at Albany there appeared one of those masculine females who spend much of their time wishing that women had been born to smoke and to vote and who try to make up for centuries' lack of it by descending to an appearance of manhood. She had a fine boy's cut to her hair. She came down the car aisle with the swagger of a man from Peoria carrying his first London stick. A brown hat, almost a Stetson, a tailored suit, a tie, and a handkerchief (a "shower," not a "blower") in the upper pocket pointing to a dark carnation in her buttonhole nearly made me offer her a cigar. She crossed her legs (not limbs, hers) with a mannish swing. Then with forceful precision she folded her neatly creased gloves on the window ledge, opened a most masculine suitcase, and took out three needles and a ball of yarn and settled back to knit! "Sissy," I was on the point of leaning forward to say, but the conductor interrupted by asking for my ticket. People are usually not what they look like, and it is difficult to be that which we are not.

Make the Most of Each Moment

IN an hour of sheer delight recently I heard Austin Strong picture in his poetic way his childhood days with Robert Louis Stevenson in the South Seas. But behind all the sparkle of the sea and the harbor sounds of ships, behind all the rites of a transplanted but still bounteous Scottish hospitality, I was always aware, in Mr. Strong's description, of the constant threat to Stevenson of premature death from an incurable disease. Yet with his poet's fancy Stevenson made the most of every moment. Every incident he made an event. Young Austin was constantly interrupted when playing with his lead soldiers, for whenever a general died it prompted a eulogy from the famous author.

We remember that a contemporary of Stevenson, Philips Brooks, used to call an interruption an experience. Few of us are poets to charm childhood's moments with "I have a little shadow that goes in and out with me" and the other familiar word pictures in a "A Child's Garden of Verses." But we can each have the poet's eye and see the romance in the moment—a family dinner, a walk with a friend, someone's sudden confidence, a new plot in the garden, a lunch with one's son, a boat ride, a handclasp and a clear-eyed greeting, a half hour of nonsense, and the sun's gold flood on flowering plants in the window. Place the poet's touch on each moment of life and the inherent charm of the universe is revealed.

Alden Wilson

WHO'S GOT THE BUTTON?

(*Continued from page 23*)

man handing his girl a flower. There were pastoral scenes on celluloid, painted with a delicacy that was almost Oriental; landscapes in rain, in sunshine, in summer and in winter; the chase, both feminine and the fox. There were the arms of France on china; a sprinkling of golden fleur-de-lis on a field of royal blue (see cover); glass circles incised with gilt; filigrees of cut steel; the head of Athena in ivory on glass bordered with a flowered gold collet.

The oldest button of the lot was a tiny thing of four turquoises surrounding a black cross that bore a pearl in its center, and this was identified as 17th century. There were cut-steel stars in a sky of jet; a mosaic the size of a 50c piece showing a St. Bernard dog on a lawn, two birds, and a large bracket on a stand, all composed of scores of tiny pieces. There were enameled children at play surrounded by an edging of cut steel that glittered brilliantly, and one 19-piece set of cut-steel jacket buttons was designed in a bewildering series of corded circles—wheels built up to a little cairn composed of drops grouped around a large piece.

There were scores of other cut-steel buttons that surpassed all the other varieties in their intricacy and beauty of design. Such buttons are made of scores and sometimes hundreds of infinitesimal bits of steel that are separately cut, beveled, and polished to dazzling brilliancy before being riveted to the metal disk that forms the base. The effect is dazzling, and they must have flashed like diamonds when they caught the light of a shimmering chandelier in some royal reception room. Gold was sometimes combined with the steel to give most effective results. Plain cut-steel buttons once sold for as high as $700 a gross, or $4.86 apiece.

SOME large buttons the size of a silver dollar, and apparently made for great-coats, were rather interesting. One of silver was dish-shaped, showing an alligator crawling beside a palm tree, while a brass one (see cover) pictured the gypsy Esmeralda dancing with a goat in front of Notre Dame Cathedral before venturing in to meet the famous Hunchback. There was also a large brass representation of a castle against trees, rocks, mountains, and clouds; and others portrayed nature itself by enclosing under glass real shells, ferns, beetles, flies, and leaves, all safely rimmed with gold. Watteau and Greuze-like women posed gracefully in shimmering white dresses (see cover), and amid a group of painted buttons showing St. Mark's in Venice, the Chateau of Chillon in Switzerland, and the Italian Alps, I found one of a hunter resembling an aged sea captain holding a gun behind him as he peered into some bushes to find a rabbit, which is situated safely behind him.

The pearl buttons were things of soft and creamy attractiveness, although they tend to darken with age and are difficult to keep looking well. These were all Oriental pearls from South Seas shells, a grade judged commercially more valuable than the fresh-water pearl we use here. One unusual button was formed of a cluster of eight small shell-shaped pearls that looked like a dish of meringues; another was patterned in an interlaced circle of pearl and enamel around a field of stars; small strips of pearl with dots of cut steel formed a lotus; and pearl used as a background for a tracery of silver was better than anything I've ever noticed on Fifth Avenue.

HARPERS BAZAAR 10-1947

D-17/2
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HARPERS BAZAAR 3-1948 P.266

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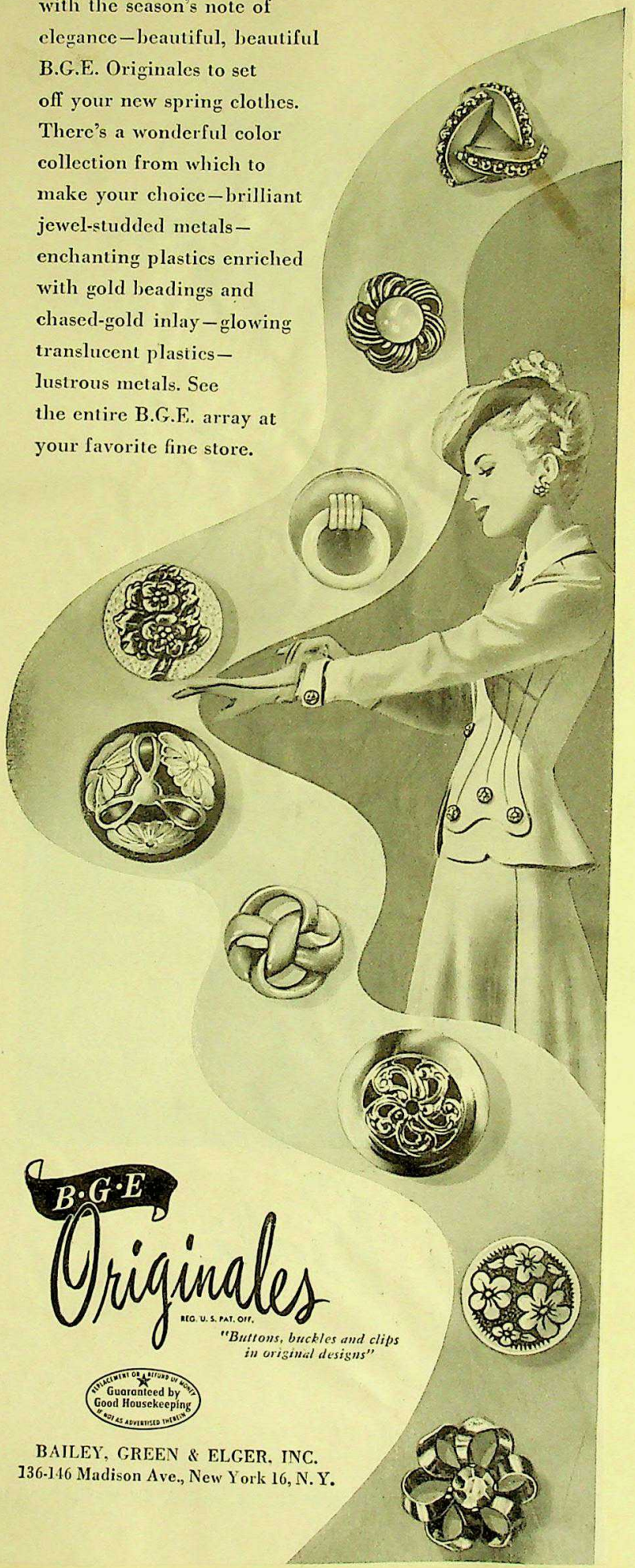

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What's New in Notions

XD2-449

PATENT OFFICE

JUN 12 1950

DESIGN DIVISION

Plastics Predominate In Streamline Group

Plastics in combination with metal and jewels predominate in the new collection offered by Streamline Button Company, New York. Also in evidence in sufficient quantities to be interesting are metals, pearl effects and imports. Prices, too, came in for study and the firm announces substantial reductions on many staples.

Keyed for fall, the line shows a wide assortment of dulls and dull combinations. Shines and glitters are spotty in the presentation, but what is shown is important.

In shiny finishes a mound with contour ridges will be used for coat and suit utility. And a honeycomb button with colored transparent dome comes with solid plastic rim base.

The group of dull and shiny combinations shows one that is round with an oval concave center highlighted by turbine ridge on the outside. An electronic button with a zig-zag modern motif is striking.

Metals and plastic are combined in some smart patterns. There is one that has four propeller blades linked by two metal bands. Another is a Princess Eugenie hat with pinched sides and plastic rings in the center. Gold metal ring ties theme into neat package.

The pearl effects are tricky and a new one has appearance of moonstone where the inside shadow appears to move. Smart is a Lucite pearl made with a shallow dome and swirly rim. Dramatic is a square number of Lucite with metal bands running from corner to corner.

The metal collection is marked by a button with a huge pebbly surface. Rhinestones in clusters, alone and in floral motifs are also shown in gold and silver settings.

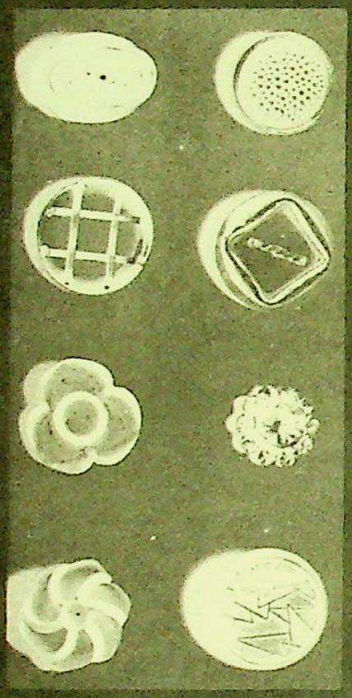
Important for the sport set are leather buttons and buckles in round and square shapes. One has alligator grain, other has laced effect.

Plasti-Mend by Kay-Cee is unique patching method for vinyl plastics. Use of hot iron fuses a strip over tear or hole.

Cutlery for Men

Following through on a program to give more quality at lower cost, Griffon Cutlery Company, New York, offers men's cutlery set in square pigskin leather case. Included are seven imported pieces including two nippers. In nickel it retails at $15, in gold at $17.50.

For women there is a triangular shaped genuine cowhide set containing five imported pieces. All-around zipper, it retails at $10 and $12.50 for nickel and gold respectively. It is suede lined.



Plastics predominate in Streamline's new fall collections. Also shown are rhinestones, imports, and metal and plastic combinations.

Jiffy Seat Protector

Jiffy car seat protector made of vinyl film is offered by Roberta Roberts, New York, to retail at $1.95. Elastic loops at corners make fit snug. It folds small enough to fit glove compartment and cellophane wrapped.

Mends Plastic Tears and Burns

A processed plastic tape called Plasti-Mend is packaged by Kay-Cee Industrial Products, New York, for mending tears and burns in vinyl materials. Application simply requires desired length of this be ironed on over tear under rayon temperature, thus causing a fusing action. Mending material is strong; makes a perfect transparent blend. Packages contain 48 inches of ¾-inch Plasti-Mend to retail at 25 cents.

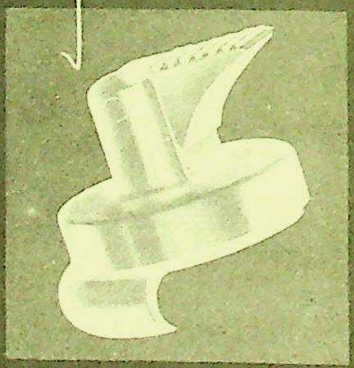
Clements' all-purpose waterproof plastic hamper is shown by Safran-Strocker for laundry, nursery, kitchen or bath use.

Ty-Dy Waterproof Hamper

Hamper-type carry-all of non-toxic four-gauge DuPont polyethylene plastic is Ty-Dy bag for soiled clothing, clothes pins, kitchen utility and other uses. This all-purpose hamper is heat-sealed and waterproof. It features an expanding hanger arrangement which simultaneously opens the bag and hanger. Made by The Clements Co., Philadelphia, it is shown in New York by Safran-Strocker, New York. In red, blue, green, yellow and clear, it is individually packed in cellophane; medium and large sizes to retail at 49 and 59 cents.

Bev-Tite Beverage Bottle Cap

Simple one-lever action and an airtight seal are features of Bev-Tite, bottle stopper offering of Filter-Kleen Mfg. Co., Everett, Mass. Made of chrome with white alloy, it is claimed impervious to rust or tarnish. Packaged on a striking point-of-sale display, 24 caps retail at 25 cents each.



Bev-Tite bottle cap, Filter-Kleen introduction to "keep the zip in partially used beverages". It has air-tight seal action.

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XD2-449 DEPT. STORE ECONOMIST 4-1951 P.6

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Thanks to B·G·E and Lawrence of London, new smartness and interest has been given to ladies' raincoats! Glamorous B·G·E jewel buttons endow this usually dull, if useful, garment with personality and distinction that will have the ladies praying for rain.

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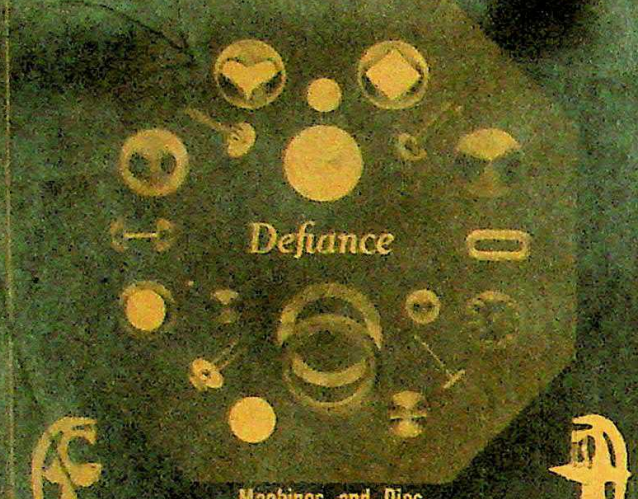

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p. 50

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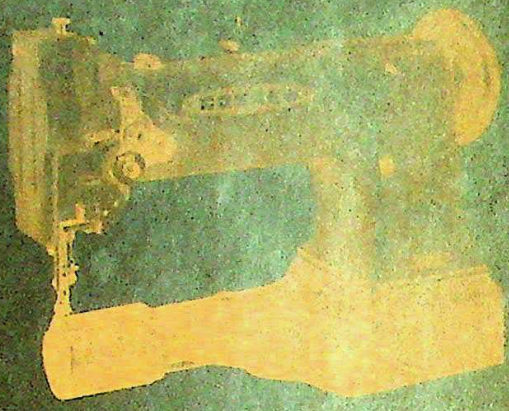

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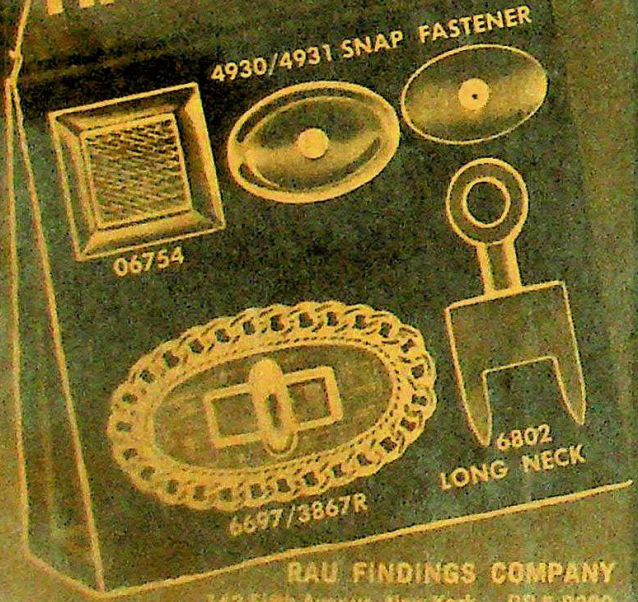

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Notion and
Novelty Review
Nov. 1967

PATOU'S versions of the coat-dress with [illegible]. Horizontally seamed design takes [illegible] rows of same-size buttons down the [illegible] and on cuffs. Gold tailored buttons [illegible] other.

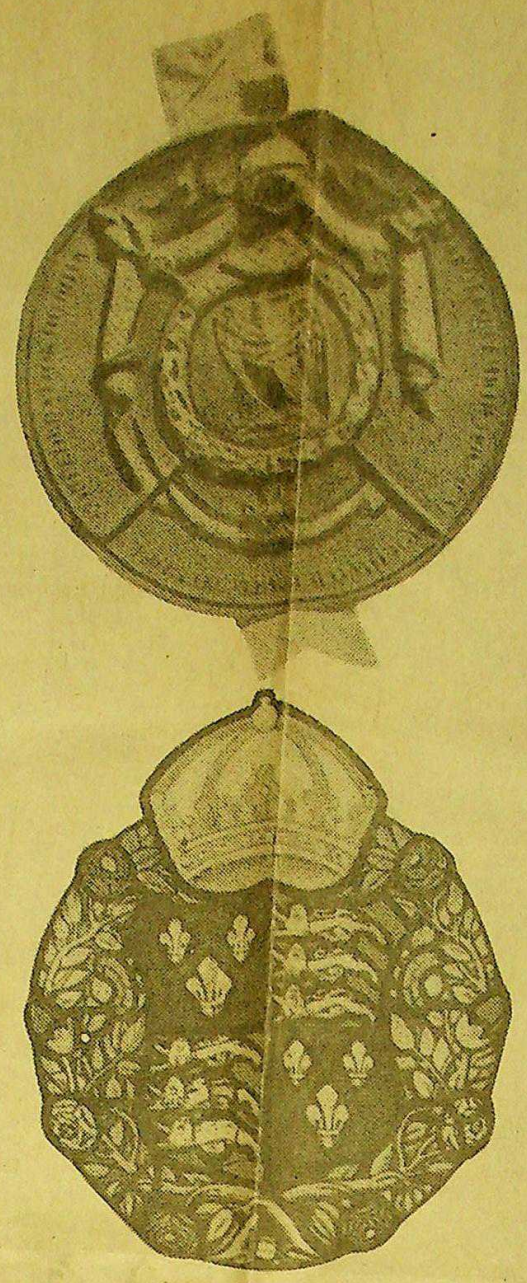
This is THE LOOK for spring . . .

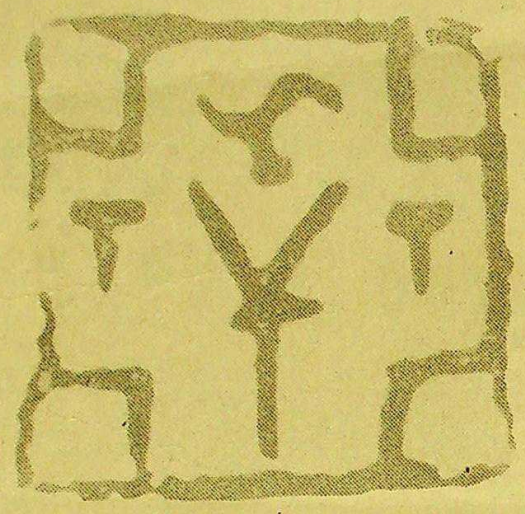
B. BLUMENTHAL

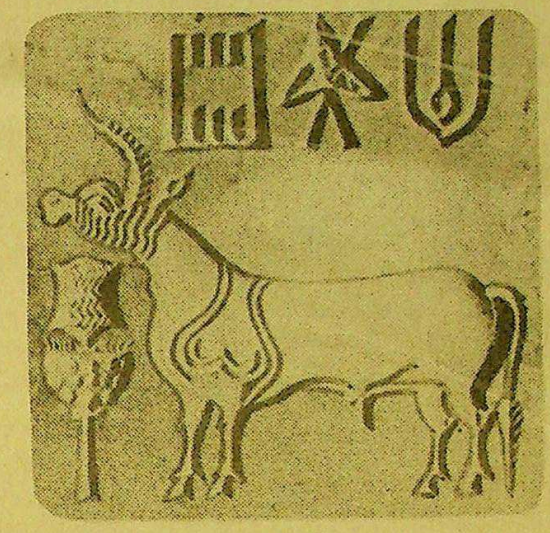
DAILEY, GREEN & ELDER

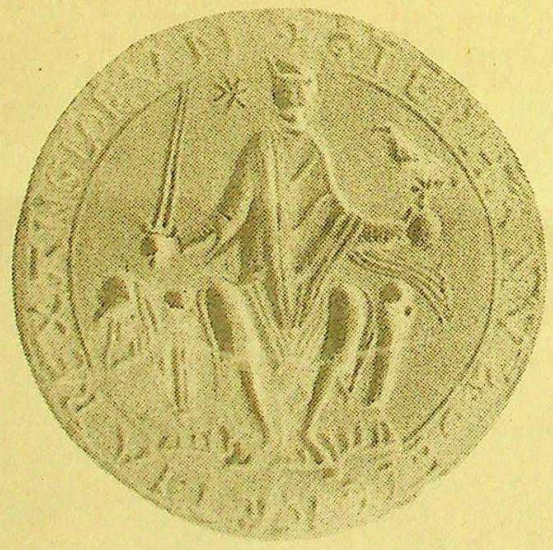
Button manufacturers use trend-setting designs from Paris to determine what creative sewers will need for new spring patterns—here then are the buttons in the *right shapes, right sizes* and *right colors* for spring promotions

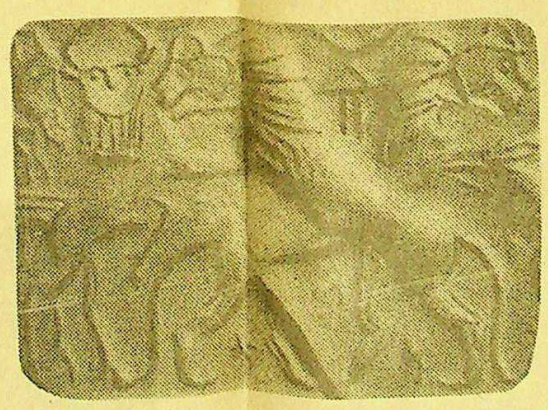
These seals have sent armies into battle, established nations, inspired the masses and advanced civilization.

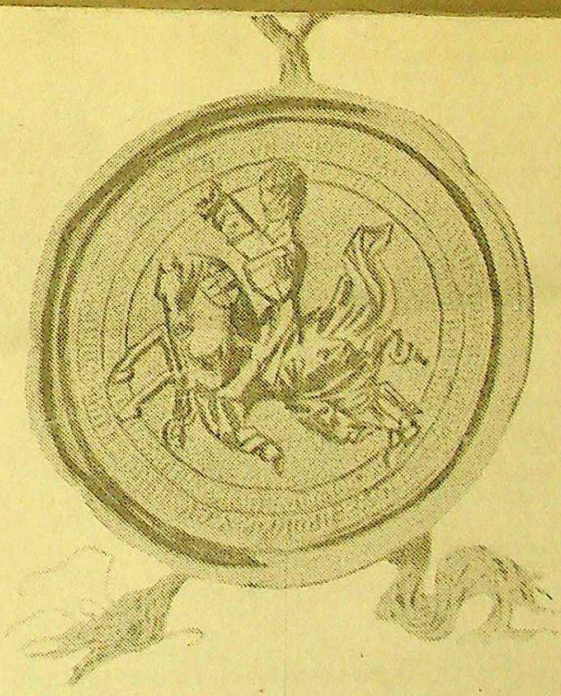


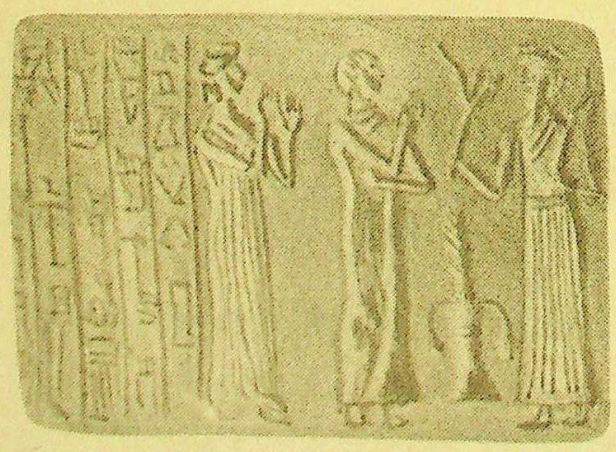


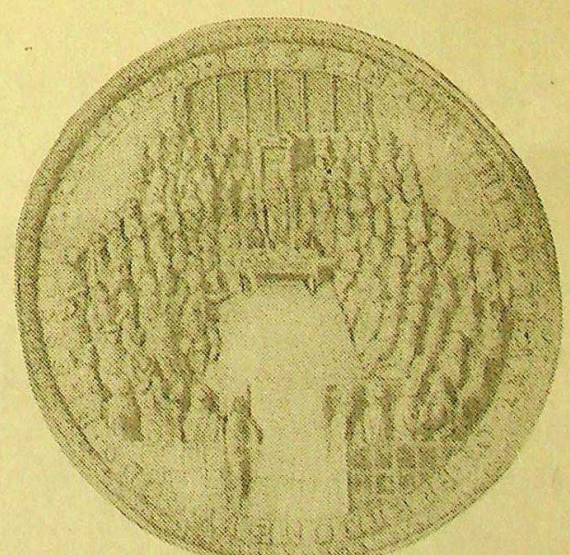


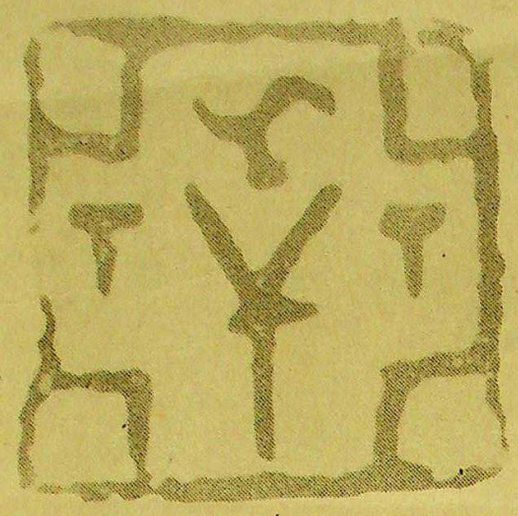


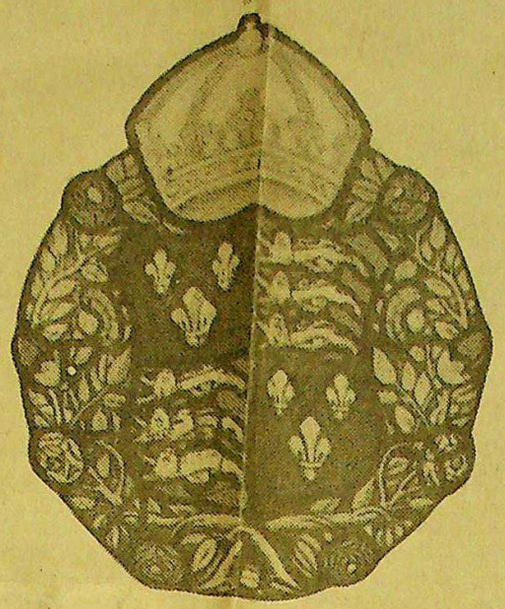


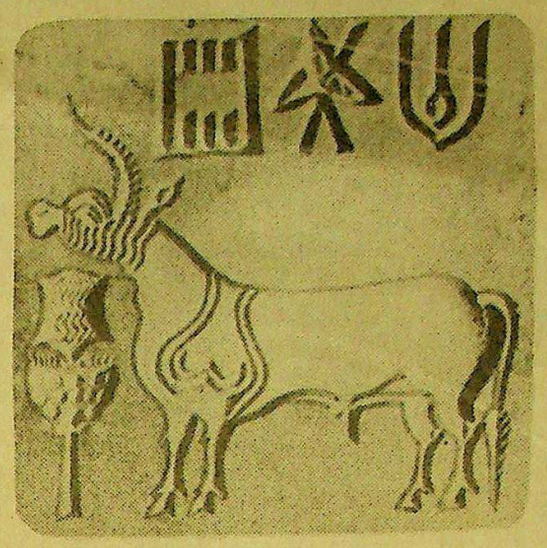


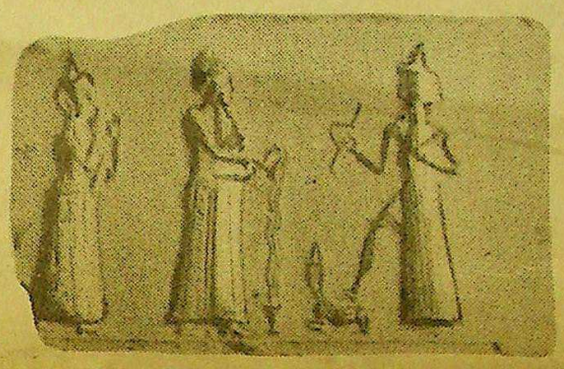


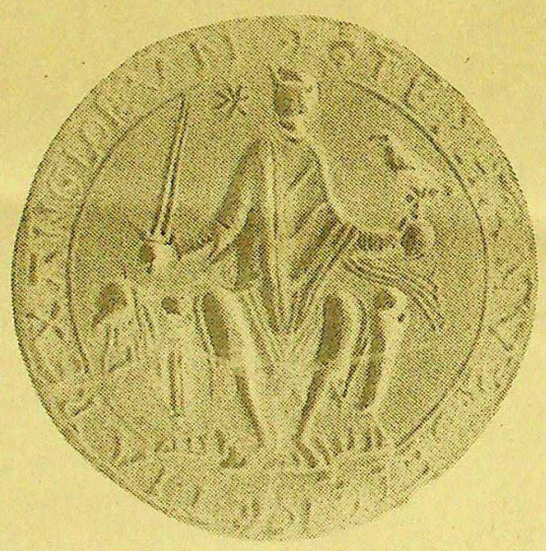


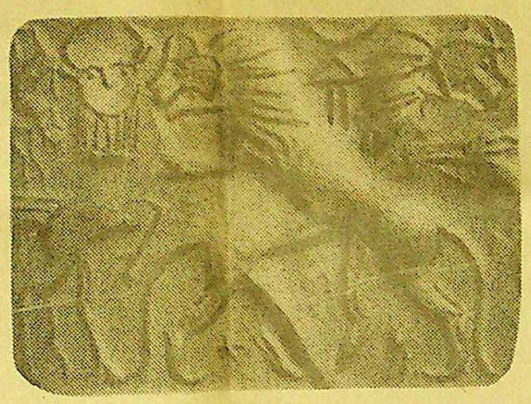


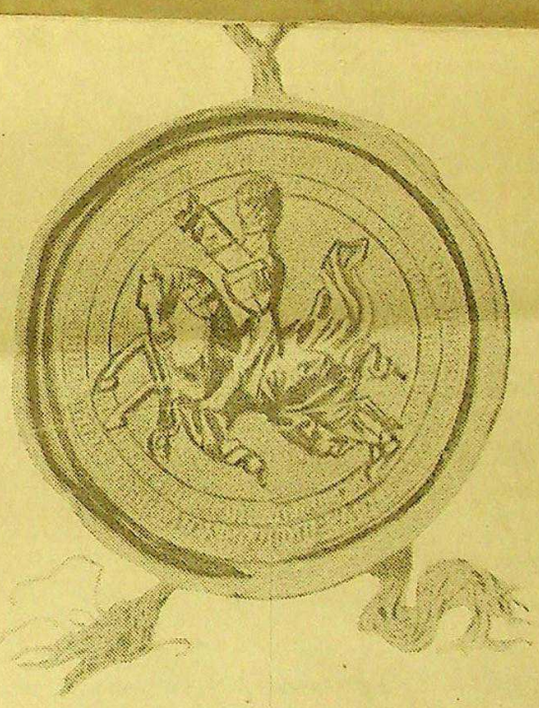


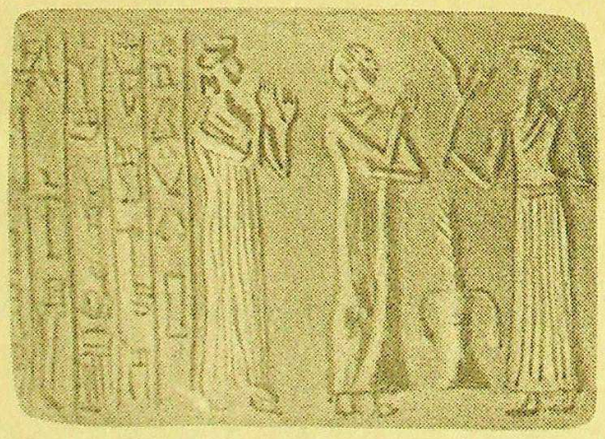


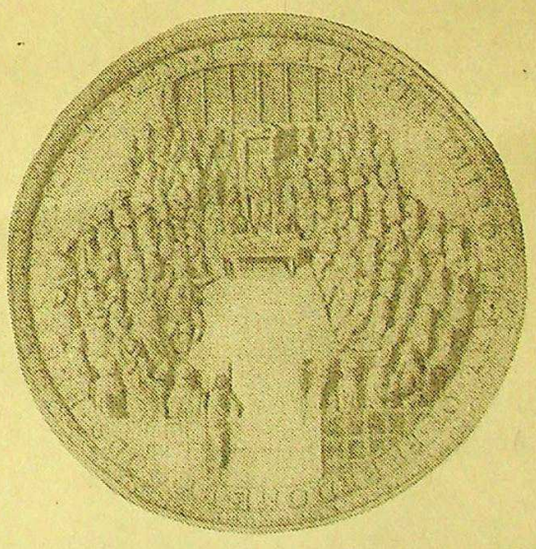


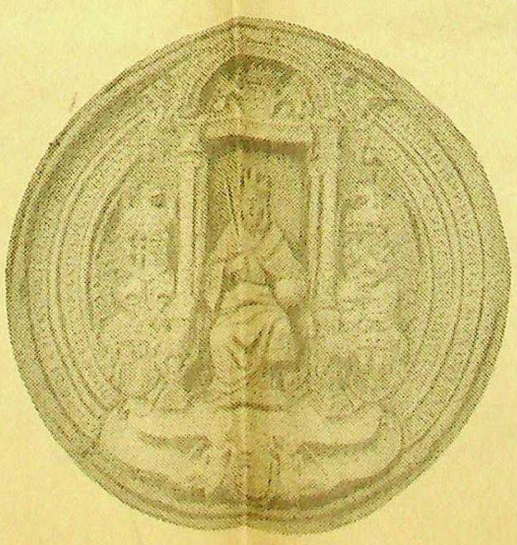












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Dave Anderson

Sports of The Times

The N.F.L.'s Scab Standings

As the National Football League labor dispute drags toward Tuesday's strike deadline, the 28 clubowners intend to continue the season with scab teams. These alleged N.F.L. teams would be collections of training-camp cuts, semipros, free agents off the streets and perhaps a few current N.F.L. players who have threatened to cross the picket line, notably Joe Montana of the San Francisco 49ers and Freeman McNeil of the Jets.

According to Hugh Culverhouse, the chairman of the Management Council's executive committee and the owner of the Tampa Bay Bucs, "protecting the integrity of the game" is the reason for maintaining the 16-game schedule during a strike.

For all their righteous rhetoric, the clubowners are ignoring the integrity of the standings that would include the games involving the scab teams. Roger Maris never deserved an asterisk for hitting 61 home runs in a 162-game season. But the Super Bowl XXII champion surely will deserve an asterisk if scab teams contribute to determining the qualifiers for the N.F.L. playoffs.

If the strike were to last, say, six weeks, suppose the scab teams representing the Giants, the Bears, the Broncos and the Patriots each were to go 0-6. Suppose the scab teams representing the Colts, the Chargers, the Packers and the Falcons each were to go 6-0. With scab teams, the N.F.L. is asking for a situation that might turn the standings upside down and the Super Bowl XXII playoffs inside out.

In defending the use of scab teams, Tex Schramm, the president of the Dallas Cowboys, provides two arguments.

"In our four previous contract negotiations with the players association, we've had four strikes," Schramm was saying yesterday from his Dallas office. "Three strikes during training camp in 1968, 1970 and 1974, and a long 57-day strike in 1982 that created a public reaction that was a terrible thing for us. The second reason is that our contracts with our players require us to furnish them an opportunity to play, to furnish them with a team that they can join if they wish."

But the public reaction to scab games might be worse than no games at all. And if the owners are so concerned now about furnishing the players a "team that they can join," why did the owners lock out the players during the 1982 strike?

In reality, the decision of the owners to use scab teams has nothing to do with the public, or with player contracts. For all their posturing about protecting the integrity of the game, the owners are concerned only with protecting their cash flow.

By using scab teams, the owners would be fulfilling the 16-game schedule for both their ticketholders and the television networks. If only out of curiosity, some fans would go to the games and some would watch the games on television. Instead of no income, the clubs would have some income. And in their grandiose graciousness, the owners agree that if fans want a refund on their tickets, they can have it. Season-ticket holders could even ask for a refund without losing their right to renew for the 1988 schedule. And if the television ratings suffer, the networks surely would get a refund on their contracts.

To listen to the owners, it's as if they have never been more generous to their customers, never more thoughtful to their television sponsors. But in fact, the N.F.L. owners have never been more arrogant.

Not that any sympathy exists here for the N.F.L. players, who average $230,000 a season in salary. In organizing America's first unions, Samuel Gompers did not have N.F.L. players in mind.

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In pro football, it's either the best players or it's not. No substitutes allowed because no substitutes are possible.

In trying to justify scab teams, one N.F.L. theory identifies "all the guys out there" who have always wanted to play in a N.F.L. game. But if "all the guys out there" are so important, N.F.L. owners should permit a 46th wild-card roster spot each week that would enable Walter Mitty to fulfill his lifetime ambition of being blitzed.

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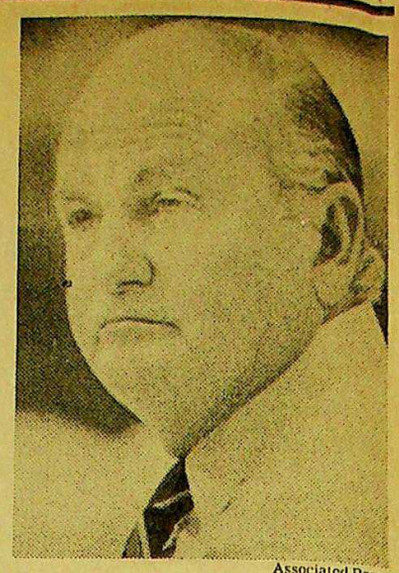

Associated Press

Tex Schramm, president of the Dallas Cowboys, defends playing the schedule if there is a strike.

Jets Have Major Concern

By WILLIAM C. RHODEN
Special to The New York Times

HEMPSTEAD, L.I., Sept. 16 — Sid Lewis, the rookie defensive back, sat quietly in his locker stall after practice and watched as reporters crowded around Russell Carter, Harry Hamilton and Rich Miano — three-fourths of the Jets' starting secondary. The subject was next Monday night's game against the New England Patriots, and the pressing question was how would a secondary that had allowed three touchdowns against Buffalo stop a Patriot attack that scored 31 points in a rainstorm against Miami.

Carter, who had been beaten for one touchdown and committed pass interference that led to another against the Bills, answered questions coolly and spoke confidently of a better outing against the Patriots.

As the crowd moved away, Lewis shook his head in wonder.

"It takes a completely different mentality to play this position in the pros," said Lewis, who was a wide receiver at Penn State last season. After being converted to a defensive back early in camp, he hurt his wrist and has been on injured reserve, with lots of time to observe the pressurized world of pro football's defensive backfield.

"You have to love a challenge," he said. "In college you get beat and it's a whole emotional thing. Up here a guy gets beat and a couple minutes later, it's like it never happened — he can't wait to get another shot at the receiver. You're always thinking of the next play."

Thinking Ahead

In recent weeks, the Jets' secondary, handicapped by a lack of a pass rush as well as by its own mistakes, has increasingly been forced to think ahead.

Although the Jets beat Buffalo, 31-28, in their opener, the defense allowed 261 yards passing. In New England, the Jets will be confronted with one of the conference's best passing offenses. Steve Grogan threw for 150 yards and a touchdown against the Dolphins. To complicate matters, New England has four quality wide receivers. The two starters, Stanley Morgan and Irving Fryar, will be joined on passing situations by the speedy backups, Cedric Jones and Stephen Starring.

What's more, Grogan, starting in place of Tony Eason, has been particularly effective against the Jets. Last season he threw for three touchdowns in a 20-0 victory at Giants Stadium.

All-Round Talent

"He's been injured a few times, and maybe doesn't run around the way he used to," said Coach Joe Walton of the Jets, referring to Grogan, "but he's always been very dangerous when he gets out of the pocket. He's a very good deep thrower and a very accurate deep thrower."

Miano, a third-year defensive back, will replace Lester Lyles at strong safety. Lyles suffered a knee injury in the opener and will be out a minimum of four weeks. But the key will be the Jet corners: Jerry Holmes, and, in particular, Carter.

Carter spent Sunday night in the hospital with a chest injury and worked out this afternoon, complaining of soreness when he breathed. Walton said that he expected Carter to play on Monday but that if he couldn't Carl Howard would start at the right corner.

"I haven't given up on Russell Carter," said Bud Carson, the Jets' defensive coordinator who openly criticized Carter after last week's poor effort.

That's a worrisome "if." Alex Gordon, the rookie linebacker, and Gerald Nichols, the rookie nose tackle, have shown promise rushing the passer. But the main source of the rush is missing. Joe Klecko, the nose tackle, is still recovering from knee surgery and is not expected to begin working out until mid-October, and Mark Gastineau continues to move gingerly on his injured left knee

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Reggie McElroy, the offensive tackle, and Lance Mehl, the linebacker, worked out with the team today for the first time since they were put on the unable-to-perform list after knee surgery.

Patterson Waived by Giants

Continued From Page D31

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After that, Patterson did not return to the game. Parcells said today the leg cramps were not a factor.

Could Have Returned

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"Bill Belichick told me Elvis was not going back in the game because of cramps," said Fontes. "Toward the end of the game, the trainer said Elvis could play, but Bill Parcells didn't want to put him back."

Fontes alluded to the differences between Parcells and Patterson.

"Coach Parcells knows what he wants," said Fontes. "He wants a certain type of player to be on the team. He has not kept a lot of guys in the past because of that. A lot of times, it did not involve just the playing part. That's all I'm going to say about that."

Fontes is the brother of Wayne Fontes, the defensive coordinator of the Detroit Lions. Len Fontes said he did not know Patterson was waived until his brother telephoned him Tuesday night and told him he had seen Patterson's name on the waiver wire.

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Q. Was part of the reason off-the-field activities?

A. No. There's nothing I'm not telling you.

Q. Do you still have problems at cornerback?

A. Yes.

Clayton, the Giants' new cornerback, played for the Steelers for four years, the last two as a starter. He was traded to the Lions Sept. 7 and waived four days later. A source close to the Lions said they had hoped to sign him again in a few days, but the Giants beat them to it.

Patterson's departure did not evoke a strong reaction in the Giants' locker room.

"Nothing surprises me," said Harry Carson, the inside linebacker and defensive captain. "It's not like something that's not been done before. Let me get my job done and I'll be concerned about someone else."

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Treatment for Nelson

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"I'm not optimistic about playing this year," he said. "I hope for next year. I'm pretty much up because there's nothing we can do about it. I've got a lot of letters that said the best treatment was a positive attitude. I still feel I'm part of the Giants."

N.F.L. Owners Reject Union Proposals

Continued From Page D31

headquarters, speaking about the strike possibility yesterday to a team the union did not identify, and could not be reached for comment on Donlan's remarks. But Dick Berthelsen, the union's counsel, said from Washington: "We didn't make proposals

Schramm, the Dallas Cowboys' president — the league intends to continue the season in the event of a strike with teams made up of free agents and players who refuse to join the walkout.

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haps a few current N.F.L. players who have threatened to cross the picket line, notably Joe Montana of the San Francisco 49ers and Freeman McNeil of the Jets.

According to Hugh Culverhouse, the chairman of the Management Council's executive committee and the owner of the Tampa Bay Bucs, "protecting the integrity of the game" is the reason for maintaining the 16-game schedule during a strike.

For all their righteous rhetoric, the clubowners are ignoring the integrity of the standings that would include the games involving the scab teams. Roger Maris never deserved an asterisk for hitting 61 home runs in a 162-game season. But the Super Bowl XXII champion surely will deserve an asterisk if scab teams contribute to determining the qualifiers for the N.F.L. playoffs.

If the strike were to last, say, six weeks, suppose the scab teams representing the Giants, the Bears, the Broncos and the Patriots each were to go 0-6. Suppose the scab teams representing the Colts, the Chargers, the Packers and the Falcons each were to go 6-0. With scab teams, the N.F.L. is asking for a situation that might turn the standings upside down and the Super Bowl XXII playoffs inside out.

In defending the use of scab teams, Tex Schramm, the president of the Dallas Cowboys, provides two arguments.

"In our four previous contract negotiations with the players association, we've had four strikes," Schramm was saying yesterday from his Dallas office. "Three strikes during training camp in 1968, 1970 and 1974, and a long 57-day strike in 1982 that created a public reaction that was a terrible thing for us. The second reason is that our contracts with our players require us to furnish them an opportunity to play, to furnish players during the 1982 strike?

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headquarters, speaking about the strike possibility yesterday to a team the union did not identify, and could not be reached for comment on Donlan's remarks. But Dick Berthelsen, the union's counsel, said from Washington, "We didn't make proposals until now because they didn't provide us with information." Berthelsen further claimed that Donlan's decision to hold a news conference indicated "he doesn't want to bargain."

Upshaw said Tuesday night, without leaving the door open, that the union would not let the clock run past next Tuesday's deadline.

"If there's no contract, we strike," he said.

Berthelsen said yesterday that the union was forced into keeping the strike date — following the Jets-Patriots game Monday night — "once the league accepted the Schramm Plan."

"There's no way we could have avoided playing that card," he said.

Under what the union terms the Schramm Plan — named for Tex Schramm, the Dallas Cowboys' president — the league intends to continue the season in the event of a strike with teams made up of free agents and players who refuse to join the walkout.

Schramm explained yesterday that the league would skip the scheduled third game to give the clubs an extra week to put together a strike team and stage practices. The lost game could be made up late in January, in the open weekend before the Super Bowl.

Berthelsen said the decision to skip a week "obviously means they don't have enough players to field teams."

Donlan would not comment on what action, if any, the league might take against clubs that refused to field strike teams. The union contends that several clubs have balked at doing that. Some owners have raised the question of one-sided competition — one team may be lucky enough to field key players who refuse to strike, while its opponent may have to field an all free-agent club. Donlan winced at the word "scab football," preferring to use the word "replacements."

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"Schramm thinks that if they take a week off it will give the players a chance to think about it and come back," he said.

Donlan suggested at his news conference yesterday that he and Upshaw should meet privately to seek a settlement or ask for Federal mediation. The union has rejected the latter suggestion, saying it would take too long.

"What I did today was reach out to Gene Upshaw — he wasn't in," Donlan said. "I think Gene and I should have some sort of decision. What do we have to lose? We're not getting anything done in large committees."

Most of the meetings between management and the union have had Donlan, Conway and Karch — all lawyers — on one side. On the other side there are three former players and one lawyer, Berthelsen. The former players are Allen; Mark Murphy, the former Redskins' safety, and Upshaw, the Hall of Fame guard from the Raiders.

Donlan was asked if this created a problem in negotiating.

"Dick Berthelsen's a lawyer. Mark Murphy's about to complete law school, and Doug Allen thinks he's a lawyer," replied Donlan.

Meanwhile, the council yesterday filed an unfair labor practices charge against the union.

"We're saying they haven't bargained in good faith," explained Karch.

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Carter spent Sunday night in the hospital with a chest injury and worked out this afternoon, complaining of soreness when he breathed. Walton said that he expected Carter to play on Monday but that if he couldn't Carl Howard would start at the right corner.

"I haven't given up on Russell Carter," said Bud Carson, the Jets' defensive coordinator who openly criticized Carter after last week's poor effort.

That's a worrisome "if." Alex Gordon, the rookie linebacker, and Gerald Nichols, the rookie nose tackle, have shown promise rushing the passer. But the main source of the rush is missing. Joe Klecko, the nose tackle, is still recovering from knee surgery and is not expected to begin working out until mid-October, and Mark Gastineau continues to move gingerly on his injured left knee

Reggie McElroy, the offensive tackle, and Lance Mehl, the linebacker, worked out with the team today for the first time since they were put on the unable-to-perform list after knee surgery.

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